“I am grateful for the Small Business Development Center and attribute the continued success of my retail business to the availability of such an important resource. When meeting new entrepreneurs I recommend using their services every time. Thank you SBDC for supporting and strengthening the Madison locally owned community.”

Amy Moore, Little Luxuries

For more information & to register visit: go.wisc.edu/sbdc or call 608-262-3909
SUCCESS STORY

First Steps to Starting a Business
Free Online Course!

You can now take the first steps to starting your business anytime, anywhere with our new interactive online course.

Anytime Online, No Cost
https://firststeps.sbdc.wisc.edu

Biz Smart Training for Entrepreneurs

In this 8 session program you will develop your idea, create a business model canvas, learn business basics from experts in law, accounting, banking, management, human resources, and marketing. Then work on putting it all together to create a read map for your business.

February 8 - March 29 or April 19 - June 7
Thursdays, 6:00-8:30 pm
$349 SBDC Staff & Community Experts

Business Tax Basics

This class is perfect for those thinking of starting a business and new businesses. You will learn about how employee and independent contractors affect business taxes, cash cycle tips, entity impact, how to find a service provider who is the right fit for your business and deductions to reduce taxes. A working lunch is provided.

Wednesday, August 22, 8:30 am-2:30 pm; $110
Experts from Porter & Sack, CPAs, and Neider & Boucher

We provide services to help you start, grow and manage your business.

Business Consulting

Experienced consultants guide you through the challenge of business operations to meet your goals. All meetings are confidential, conducted on a one-on-one basis and customized for each client. SBDC business consulting is funded by the Small Business Administration and is provided at no cost to you. Visit sbdc.wisc.edu for more information.

Continuing Education and Onsite Training

We have classes for business owners and employees to help you start and grow your business. Learn more in this catalog or on our website at: go.wisc.edu/sbdc-calendar. We also offer the option to have onsite classes at your location for groups of 10 or more. We can customize them to fit your specific needs. Contact juliewood@wisc.edu for information and pricing.

Wisconsin Business Answerline

Answerline counselors are available to help you with your business questions via phone at 608-263-7680, or via email at: sbdcanwerline@bus.wisc.edu (or feel free to leave a voicemail).

Thank you to our partners for your support of the SBDC:

Thank you to the following Small Business Development Center clients for telling their story as part of the First Steps Class.

Kyle LaFond
American Provenance
https://www.americanprovenance.com/

Sarah Shook
ZenToes
https://zentoes.com/

Mary Moran and Jeff Harvath
Balanced Experience
www.balancedexperience.com/

Roxie Hentz
CEOs of Tomorrow
https://ceosoftomorrow.com/

Amy Marsman
Little Chicks Learning Academy
https://universitykids.org/
Digital Marketing Series

This series is about how to engage your customers and prospects online through your website and social media in order to build and create sales.

Series of four — March 14, 21 & 28; 8:30 am-noon; $536

Leveraging the Internet for Your Business
Wednesday, March 7; $149
Adrienne Machina
Discover the best ways to use web sites, blogs, search engine optimization, pay per click advertising, local search and other Internet technologies. We will focus on 2018 online trends.

Email Marketing Automation
Wednesday, March 14; $149
Chris Bintliff
Learn how automating your email marketing can save you valuable time. We will focus on how you can put a system in place to help you get more out of email and how it can grow your business and free up your time.

Search Engine Optimization
Wednesday, March 21; $149
Matt Nelson
Google uses over 200 signals in their algorithm to rank webpages that cover everything from page speed, the quality of your content, to what platform you use for your website. This hands-on workshop that will help you identify high impact steps you can take to increase your rank on the search engines.

Social Media for its secret advantage; Top of Mind Awareness
Wednesday, March 28; $149
Spencer X Smith
Social media allows us to reach thousands of customers and prospects within minutes, yet we are often hesitant to use it because we don’t know our return on investment. In this class you will learn tactics so you can use Social Media for its secret advantage; Top of Mind Awareness.

Human Resources (HR) Basics for the Non-HR Professional
This class is for new HR personnel, general managers and business owners who are ready to hire employees. This class includes laws most often violated (unknowingly) according to the Small Bus Admin and information on how to prevent these violations. Additional topics include: recruiting and hiring employees, on-boarding paperwork, discipline and documentation.

Tuesday, April 10; 8:30 am-4:30 pm
$259 Karen Bender, SHRP, SCP

Financial Management Series

This series is for owners, managers and employees who want to understand and use financial information to make sound business decisions. You will learn how to set up financial records, use and analyze financial statements to make decisions, and manage profitability and cash flow.

Series of four—April 24, May 1, 8 & 15; 8:30 am-noon; $536

Basics of Financial Management
Wednesday, April 24; $149
Steve Pullara
Learn accounting terms, bookkeeping basics, how to read the three types of financial statements, and how to correctly record business transactions.

Analyzing and Interpreting Financial Statements
Wednesday, May 1; $149
Steve Pullara
Learn how to make business decisions using your financial statements, explore financial analysis tools, financial ratios and how to conduct a break-even analysis.

Budgeting and Profit Planning
Wednesday, May 8; $149
Steve Pullara
Learn the steps of the budgeting process; sales and revenue budgeting techniques, how to plan for profit and forecasting sales and operating expenses. Prerequisite: Basics of financial management or equivalent experience.

Managing Cash Flow
Wednesday, May 15; $149
Steve Pullara
Learn how to maximize return on equity through cash flow planning, forecast and manage cash inflows and outflows to ensure available cash when needed, diagnose cash flow problems and strategies for improvement. Prerequisite: Basics of financial management or equivalent experience.

Youth Entrepreneur Camp
A week long commuter day camp for Middle School aged kids. Must currently be in 6th, 7th or 8th grades. Create your own business, field trips, guest speakers, business simulations, presentations, an “Apprentice Style” Lemonade Stand competition and a poster presentation/awards ceremony for friends & family.

Monday - Friday, June 11-15; 9 am-4 pm
$349 (Includes lunch, snacks & all materials)

Parking Tip:
Don’t struggle to find a parking spot on campus; register for your class at least 2 weeks in advance and you can pre-order parking through Transportation Services for Grainger Hall’s Lot 7 (must be at least 2 weeks in advance to order parking). For more information visit go.wisc.edu/sbdc-parking
Launch into Leadership – For NEW Supervisors

This one day class is for newly promoted or newly hired supervisors and staff that are aspiring to have supervisory positions. In this class, you will learn expectations of new supervisors, the most common mistakes new supervisors make and how to avoid them, what mindset changes are necessary and the fundamental skills supervisors need.

Thursday, March 1; 8:30 am-4:30 pm; $299
Sarah Smyrk

Supervisory Leadership Series

Leadership is crucial to the success of any organization. Yet, often people are promoted without any formal training in supervision and leadership. This 3 day series is taught by experts in the field and offers core supervisory leadership skill development in the form of interactive discussions, case studies and self-assessments to get supervisors up and running fast.

Series of three—March 8, 15 & 22; 8:30 am-4:30 pm; $735

Communication and Delegation Skills Using DISC Profiles
Thursday, March 8; $299
Jeff Russell
You will learn the most common causes of communication breakdown and the actions you can take to reduce them. You will take the DISC profile test to better understand your communication style and how to use it to interact better with others. Finally you will learn the what, why and benefits of delegation, the conditions necessary for successful delegation and the 5 steps of effective delegation.

Positive Power Plays: Skills for Conflict and Negotiation
Thursday, March 15; $259
Patricia Clason
You will learn about the 5 different conflict styles, the 4 stages of conflict resolution and how to use them for any situation. The best listening strategies, emotion management and anger resolution techniques will be discussed, as well as how to plan a negotiation conversation.

Leadership Essentials and Coaching
Thursday, March 22; $259
Scott Savage
You will learn the 8 impacts of leadership, the 6 leadership styles (by Daniel Goleman), and when and how to use them. We will discuss the 5 reasons why managers fail, how to use the change formula to help the people you manage adapt to new ideas, and how to coach others through affective dialogue.

High Performance Leadership Series

(Save 10% when you register for the series)

This highly interactive series is perfect for those who have completed the Supervisory Leadership Series and are looking to take their leadership skills to the next level by effectively influencing and motivating people to perform, grow, and thrive.

Series of three—April 10, 17 & 24; 8:30 am-4:30 pm; $740

Leading for Performance and Accountability
Tuesday, April 10; $274 (Book Included)
Jeff Russell
You will learn the 7 reasons why performance reviews often create fear, the 10 characteristics of fearless coaching conversations and how to develop the “right” mindset for performance management. We will discuss The Great Performance Cycle to create high performing employees, the reasons why giving constructive feedback can be difficult and the 15 tips for giving constructive feedback for great results.

Leading with Emotional Intelligence
Tuesday, April 17; $289 (Includes Assessment)
Patricia Clason
Research by the Carnegie Institute concluded: “15% of success is technical skills - 85% is people skills.” Emotional Intelligence is all about people skills. Learn how to better manage your emotions and the emotions of others so you can have clearer, more accurate communications that create cooperation and collaboration in the workplace. You will learn the 5 Domains of Emotional Intelligence, 54 Characteristics of high and low emotional intelligence and tools for increasing emotional intelligence.

Leader: Coach or Critic
Tuesday, April 24; $259
Scott Savage
This one day class will help you improve your power as a coach. Through better coaching, you’ll enhance your retention, maximize productivity, and develop an efficient and motivated organization. You will learn the feedback prevention laws, the two big mistakes of feedback and the consequences of criticism. Learn how to be an effective coach from the start.

Food Tip:
Beverages are provided at each class. The Capital Cafe, located on the first floor in Grainger Hall for lunch and dinner (for night classes) options. The restaurant specializes in high-quality ingredients and also offers a wide variety of sandwiches, snacks, coffee, and tea. For more information visit: go.wisc.edu/web-capitalcafe

The resources available through the SBDC are top-notch and provide the development of leaders and managers, whether just getting started or being well into your career.”

Andy Fickett
President,
Fi ckett Structural Solutions
http://www.fickettsinc.com/
Small Business Development Center
975 University Avenue, Suite 3260
Madison, WI 53706-1323

Start, Grow & Manage
your business successfully

For More Information & to register visit
go.wisc.edu/sbdc or call 608-263-7680

CLASS DETAILS

It’s easy to Register for Classes:
Online at the SBDC website on the specific program page at go.wisc.edu/sbdc or Phone 608-262-3909

Location and Parking:
Programs are held at Grainger Hall, 975 University Ave. unless otherwise noted. The Grainger Hall, Lot 7 parking entrance is on Brooks St. between University Ave. and Johnson St.

Parking Tip: To order parking in advance (must be done 2 weeks ahead of time) visit: go.wisc.edu/sbdc-parking

Cancellation policy:
When you register, you are committing to taking the class. However, if you cancel before the program begins, you will only be charged a $25 cancellation fee. If you cancel after the program begins you will be charged for the full program fee. To cancel, call registration at 608-262-3909.

If there is inclement weather,
Please call 608-263-2221 for a recorded message, after 6:30am for day classes or after 3pm for evening classes.

Summer Leadership Mini-Series (Save 10% when you register for the series)
This series of 3 half day classes will help you increase your leadership influence with your employees and in your organization.

Series of three— Fridays, July 20, 27 & August 3; 8:30 am-noon; $417

Leading for Performance and Accountability Friday, July 20; $165 (Book Included) Jeff Russell
You will learn the reasons why performance reviews often create fear, the characteristics of fearless coaching conversations and how to develop the “right” mindset for performance management.

The Art of Delegation Friday, July 27; $149 Jeff Russell
This class will focus on developing delegation as a valuable skill that will allow you to enable your employees to willingly take more responsibility for performance and use their expanded authority well.

Leadership Essentials and Coaching Friday, August 3; $149 Scott Savage
You will learn the impacts of leadership and six leadership styles along with when/how to use them. We will discuss reasons why managers fail, and how to coach others through affective dialogue.