

## COURSE CONTENT

- Goal Achievement & Accountability
- Leadership
- Branding, Marketing/Public Relations
- Customer Services & Customer Loyalty
- Websites and Social Media
- Accounting
- Being the CFO of Your Business
- Access to Capital
- Sales
- Legal
- Human Resources/Risk & Insurance

## PARTICIPANT PRESENTATION

**In addition to weekly class sessions, entrepreneurs will participate in:**

### One-on-One Coaching Sessions

During the course of the program, entrepreneurs will participate in weekly coaching sessions to review what they learned in the classroom and to create a strategy for how to apply it to their business. These sessions can take place in person or by telephone.

### Optional Group Sessions

Once a month, participants will be invited to take part in a group session to identify business challenges and find solutions through Peer-to-Peer sharing.

## WHO WE ARE

**WCC MISSION:** Westchester Community College provides accessible, high quality and affordable education to meet the needs of our diverse community. We are committed to student success, academic excellence, workforce development, economic development and lifelong learning.

**G2E MISSION:** Gateway to Entrepreneurship is a resource hub for entrepreneurial development at all stages. G2E develops and facilitates programs that respond to entrepreneur's needs and contribute to a vibrant local economy.

### THE WESTCHESTER PUTNAM WORKFORCE DEVELOPMENT BOARD

provides an environment where job seekers and employers interact to meet the needs for a highly qualified regional workforce.

We will strengthen partnerships with business sectors, service providers and the public education system to offer career services and various training modalities to youth and adults.

Seeking innovative solutions driven by regional business needs, we will develop model programs, pursue funding opportunities, and share leading edge practices.

## CONTACT US

914.606.5685  
romina.ganopolsky@sunywcc.edu  
www.sunywcc.edu/g2e



G2E

# JUST ADD ONE WESTCHESTER/PUTNAM

*Think big and realize the potential of your company!*



Westchester One-Stop  
Employment Center

Westchester  
gov.com  
Robert P. Astorino  
Westchester County Executive



MaryEllen Odell  
Putnam County Executive

NEW YORK  
STATE  
DEPARTMENT  
of Labor  
Andrew M. Cuomo  
Governor



# Just Add One Westchester/ Putnam

**Think big and  
realize the potential  
of your company!**



If you are looking into how to grow your business, this program is for you.

JAO Westchester-Putnam was developed by the Westchester/Putnam Workforce Development Board and implemented by Westchester Community College to assist eligible small business owners create strategies to strengthen their business models/operations and make them more efficient, with the ultimate goal of helping each participating business grow and contribute to the economic growth in the region.

Explore the different areas of your company, learn new tools and processes to implement right away through faculty led discussions.

Monitor those changes with the help of a coach and focus on the growth potential of your business.

Learn from your peers about ways to address your business challenges, while creating a circle of trust with the other participants.

## Business Eligibility Requirements Include:

- You must have a growth goal that will enable you to hire at least one person.
- Interested businesses without any employees will be considered only if they have demonstrated business capabilities and an interest in hiring an employee.

### SELECTION

Business selection is limited to qualified applicants. Please contact us at 914-606-5685 or email at [romina.ganopolsky@sunywcc.edu](mailto:romina.ganopolsky@sunywcc.edu).

### COST

\$163 (includes \$13 registration fee and \$5 non-refundable fee).

The balance of the tuition is being funded by a grant from the Westchester/Putnam Workforce Development Board.