

PARO

BUSINESS WORKSHOPS

PARO Centre for Women's Enterprise seeks to empower women within their communities, strengthen small business and promote community economic development (CED) through integrated and women-centered program delivery. From training and business coaching, to networking events and peer lending circles, all of their innovative programs and services are designed to increase the self-sufficiency and success of women, families and communities in the North.



Register in one of PARO's weekly Wednesday workshops using Contact North | Contact Nord's web conferencing services. PARO workshops are open to both men and women. Here are the workshops for **October 2015**:

Wednesday, October 7 | 9:30 a.m. - 10:30 a.m.

Getting the Money

Inspirational Wednesday – 6 Steps to Sales Success
Week Two: Powerful Prospecting (6-week course until November 4)

Presented by David Cohen, The Boomer Business Coach

David is an author, business coach and facilitator, and host/producer of the Small Business Big Ideas Show heard weekly on Talk-Radio.ca. He has taught thousands over the years in both the non-profit and for profit sectors, and has coached hundreds of start-ups to make those important first steps. He specializes in teaching the 8 *Keys to Success*, *How I got to Kiss the Stanley Cup*, plus sales, marketing, market research, business plans, target marketing, and customer service programs.

- Week Three, October 14: Meetings that Matter – The Art of the Question
- Week Four, October 21: Presentations on Purpose
- Week Five, October 28: Overcome Pushback & How to Negotiate like a Champion
- Week Six, November 4: Rock the Relationship

Wednesday, October 7 | 11:00 a.m. - 12:00 p.m.

Managing the Money

Bookkeeping Made Simple! – Part I

Presented by Karen Lynn Evans,
PARO Centre For Women's Enterprise

- What are the basic tasks for managing your money in business or in life?
- How to record your business transactions daily.
- Who owes you money? (accounts receivable)
- To whom do you owe money? (accounts payable)
- How to keep your bank account in order. (bank reconciliations)
- Types of businesses, and how the business may affect your bookkeeping process.
- Develop your chart of accounts.

Wednesday, October 7 | 12:15 p.m. - 1:15 p.m.

It's Your Money

Commercial Insurance for My Business – Why Do I Need It?

Presented by Darren Fisk, Jones & Associates

- Will my homeowner's policy respond?
- Do I need Commercial General Liability?
- What is Commercial General Liability?

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offered online by Ontario's public colleges, universities,
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BUSINESS WORKSHOPS

Wednesday, October 14 | 9:30 a.m. - 10:30 a.m.

Getting the Money

Inspirational Wednesday – 6 Steps to Sales Success

Week Three: Meetings that Matter. The Art of the Question (6-week course until November 4)

Presented by David Cohen, The Boomer Business Coach

- Week Four, October 21: Presentations on Purpose
- Week Five, October 28: Overcome Pushback & How to Negotiate like a Champion
- Week Six, November 4: Rock the Relationship

Wednesday, October 14 | 11:00 a.m. - 12:00 p.m.

Managing the Money

Bookkeeping Made Simple! – Part II

Presented by Karen Lynn Evans,

PARO Centre For Women's Enterprise

- What are the basic tasks for managing your money in business or in life?
- How to record your business transactions daily.
- Who owes you money? (accounts receivable)
- To whom do you owe money? (accounts payable)
- How to keep your bank account in order. (bank reconciliations)
- Types of businesses, and how the business may affect your bookkeeping process.
- Develop your chart of accounts.

Wednesday, October 14 | 12:15 p.m. - 1:15 p.m.

Making the Money

Have You LinkedIn?

Presented by Barbara Gauthier

- How to use LinkedIn to establish a professional online presence.
- What are the components of a great profile?
- How can you make connections on LinkedIn to grow your business?

Wednesday, October 21 | 9:30 a.m. - 10:30 a.m.

Getting the Money

Inspirational Wednesday – 6 Steps to Sales Success

Week Four: Presentations on Purpose (6-week course until November 4)

Presented by David Cohen, The Boomer Business Coach

- Week Five, October 28: Overcome Pushback & How to Negotiate like a Champion
- Week Six, November 4: Rock the Relationship

Wednesday, October 21 | 11:00 a.m. - 12:00 p.m.

Managing the Money

Bookkeeping Made Simple! – Part III

Presented by Karen Lynn Evans,

PARO Centre For Women's Enterprise

- What are the basic tasks for managing your money in business or in life?
- How to record your business transactions daily.
- Who owes you money? (accounts receivable)
- To whom do you owe money? (accounts payable)
- How to keep your bank account in order. (bank reconciliations)
- Types of businesses, and how the business may affect your bookkeeping process.
- Develop your chart of accounts.

Wednesday, October 21 | 12:15 p.m. - 1:15 p.m.

The Psychology of Money

Selling to 4 Generations... Gap?

Presented by Nancy Milani

In this workshop, you will understand the 4 generations: Baby Boomers, X Gen, Y Gen and Millennials. Learn how their purchasing habits differentiate, and what it means for your business.

PARO

BUSINESS WORKSHOPS

Wednesday, October 28 | 9:30 a.m. - 10:30 a.m.

Getting the Money

**Inspirational Wednesday – 6 Steps to Sales Success
Week Five: Overcome Pushback & How to Negotiate
like a Champion** (6-week course until November 4)

Presented by David Cohen, The Boomer Business Coach

- Week Six, November 4: Rock the Relationship

Wednesday, October 28 | 11:00 a.m. – 12:00 p.m.

Managing the Money

Action Planning for Success!

Presented by Barbara Gauthier

- Developing a business action plan to reach your goals.
- Defining measureable goals.
- Prioritizing and setting targets for yourself and your business.

Wednesday, October 28 | 12:15 p.m. – 1:15 p.m.

The Psychology of Money

Presenting *Take Back the Night* Event

“I AM READY... to STOP Violence at PARO”

Taking Back Your Life – Life After the Violence

Presented by Sandi Boucher, Traditionally Speaking

Violence stops you in your tracks. Violence takes strong, empowered women and turns them into victims... for a time. Sandi Boucher shares about her experiences with domestic violence, and how she went from the dark days of despair to a life she had only dreamed of previously. This session promises to be as powerful as it is healing. Inspirational.

In the spirit of paying it forward, for the month of October, we welcome you to drop off donations of food, clothing, bath products and/or gift cards to give to the Beenigen Women's Shelter.

For more information, call

Online Learning Recruitment Officer,
at
or e-mail

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