



Come join us at our
Workshops for Small Businesses.
 Learn innovative ways to grow your business
 and increase your bottom line.
Questions. Answers. Results.

Feb. 23 - How to Build a Business Plan

- Why you need a business plan.
- What your business plan needs to include.
- The importance of the Executive Summary & what must be included.
- How to develop the required and realistic financial projections.

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March 2 - The Seven Sentence Marketing Plan

The workshop content will include topics such as:

- The 7 most important parts of a plan to focus on.
- Understanding the purpose of your marketing.
- Defining your Target Audience.
- Determining your competitive advantage.



March 9 - Is Your Financial House in Order?



The workshop content will include topics such as:

- Why is the regular review of financials so important?
- Good accounting habits and procedures to stay on top of the numbers.
- What is your income statement and balance sheet is telling you?
- Cash flow: looking forwards to predict risks and opportunities.

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March 16 - Best Practices: Hiring, Developing & Promoting Talent



The workshop content will include topics such as:

- Identifying the critical skills that lead to success in a target job.
- Advantages and disadvantages of potential selection devices.
- Learning how to apply an effective structured interview.
- When to rely on training vs. on the job experiences.
- The 7 key steps to building a motivated and engaged work force.



South Palm Beach SCORE
7999 N. Federal Highway
Suite 201
Boca Raton, FL 33487
(561)981-5180
www.southpalmbeach.score.org

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