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- Discover why some people act out while others clam up
- Know how to positively respond to the non-respondent

**BUS9199 Performance Appraisals - Value Added**

Performance appraisals and evaluations can be difficult to write. Do you often debate how meaningful they are? This class will discuss several different types of appraisals/evaluations, offer practical ideas on how to write a meaningful appraisal and also how to deliver an effective performance evaluation/appraisal.

**BUS9200 The Business Plan**

This class will show new and existing business owners how to use a business plan as a tool to improve their strategic decision making. In tough economic times business owners need to develop a process to make strategic decisions. A business plan can assist in making decisions that are aligned with short and long term goals. Take with you templates, local resources, and vital recommendations for a healthy business launch or reorganization.

**BUS9200S Business Necessities -The 3 Part Series**

Presented in partnership with the Northwest Montana Small Business Development Center.

Business Necessities: The top 3 tools to determine the viability of your business.

- \* The Business Plan
- \* The Marketing Plan
- \* Cash Flow

In this 3 part series learn to develop a basic framework for your business strategy and build tools to determine whether your business will thrive.

**BUS9201 The Marketing Plan**

The marketing plan is the key to making new money with your business! Use your marketing plan to focus smart, targeted messages directly to your best customers. Use creative, practical, realistic tools to affordably and consistently deliver bottom line results for your business.

**BUS9202 Anatomy of a Commercial Loan Package**

At the end of this session you will:

Be able to confidently meet with your commercial loan officer.

Understand the expectations of lenders and investors and what financial documents mean.

Take with you templates, guidelines and local resources for effectively managing your business finances.

**BUS9203 Connect the Dots**

Gain a better understanding of the processes and procedures for county-related documents as well as the various departments/organizations involved - learn how to navigate the system with a clearer understanding of each department's functions.

**BUS9205 Cash Flow**

Assess the feasibility of your business idea through analyzing startup and ongoing costs to start crafting an effective business plan. Take with you templates, local resources, and vital recommendations for a healthy business launch or reorganization.

**BUS9214 Flathead Forecast - MT West Economic Development****BUS9215 Success in the New West - Participant**

Flathead Area Young Professionals and FVCC present the third "Success in the New West," an educational and entertaining daytime event with top-ranked regional speakers and educators who will focus on the major trends in our economy, politics and technology.

Event registration is 9-9:45am, followed by your choice of two workshop sessions, lunch with

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keynote speaker and networking reception from 3:30-6 p.m.

The keynote speaker during lunch is Nathan Garber, founder of Empowerment Technologies and author of *Inspired to Change, Empowered to Advance: Making Change Work for You*. His address, *Success Through Adaptation*, will focus on the inevitability and pace of change in our culture and how to make that change work for you.

Workshops are presented by top-ranked educators and speakers, these sessions will offer insightful, practical and entertaining guidance on navigating today's rapidly changing economic and technological landscapes.

For more information, visit: [www.SuccessintheNewWest.com](http://www.SuccessintheNewWest.com).

**BUS9216****It's About Time**

It's About Time - Seeing the Best in Others. Take this five session series to gain understanding into how we see others and how that can dictate how we think and behave toward the opportunities and challenges before us. Led by Dru Jackman - an Internationally Certified Coach and a Licensed Seminar Leader. Participants will learn how to achieve the traits of an effective workplace:

- \* Achieve Goals
- \* Do what needs to be done
- \* Do what is right for the organization
- \* Take responsibility for decisions
- \* Communicate openly and candidly
- \* Focus on opportunities not problems
- \* Conduct productive meetings
- \* Think "We" rather than "I"

**BUS9217****Staying Balanced in Stressful Situations**

This is not your typical stress class! Have fun and laugh along the way.

- \* Learn why you get stressed and how to quickly switch gears
- \* Discover how to go with the flow rather than resist against it
- \* Stay composed on every level so your interior is aligned with your exterior
- \* Share experiences and fine tune techniques from one class to the next

Two fun sessions to allow practice in between!

**BUS9218****Montana Artrepreneurship Program**

Montana Artrepreneurship Program (MAP) prepares artists for the marketplace! Acceptance in to the program is by application. Please contact Jan Shanahan at 406-862-2363 for more information and the application details.

Montana Artrepreneurship Program (MAP) - For Visual Artists (7 months)  
Develop a sustainable business in art both by learning more about the art of entrepreneurship and by obtaining certification of market readiness from the Montana Arts Council (MAC). What is entailed:

- " Receive Market-Ready Certification instruction/ training and attend workshops specifically geared to visual artists
- " Special-topic workshops, peer to peer networking, and guest speakers cover the 34 marketing tools included in the program
- " Artist mentorship for art skill improvement (5-hour mentorship with professional artist is encouraged and coordinated by the Cohort Coach)
- " A variety of informal learning opportunities such as peer-to-peer learning
- " Self-directed learning and studio-based work towards completion of Market-Ready Certification
- " Nurturing of the growth of Montana's network of artists
- " Market-Ready Certification upon successful completion of all items in the Artrepreneur's Toolbox.

Meeting Dates: Fri & Sat Instruction/Training (6-9 pm/9 a.m.-2 p.m.) - Jan 30/31, Feb 27,

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Mar 27/28, Apr 24, May 29, Jun 26, Jul 24/25      \$125 fee for optional materials package in addition to course fee.

**BUS9219                      We're In the Band: Customer Service Training**

The Paperboys, a popular Northwest folk rock band, have a clear vision for building their fan base and achieving success. Their process of turning customers into cheering fans applies to any organization that relies on teamwork and customer service to succeed. Discussion will center around the five steps to receive a standing ovation from your customers.

**BUS9220                      Hitting Your Stride at Work**

Discover how slight shifts in behavior can transform your professional future. From first-hand experience, learn how one woman went from a minimum wage job to Vice President of a multi-billion dollar company. Receive insider tips to avoid costly career mistakes. Course fee includes Nan Russell's book, Hitting your Stride, which won a 2009 Axiom Business Book Award.

- \* Explore what it means to be "hitting your stride" and why it matters
- \* Avoid 7 common mistakes that can sabotage your ability to be hitting your stride at work
- \* Immediately apply 7 common sense, but uncommon practices to increase personal influence and work results
- \* Discover 3 bottom-lines that can affect you, and when it's not about you at work
- \* Discuss "winning at working" tips that can help you build or transform your career future

**BUS9222                      Curb Appeal Reinvented**

This class meets at Mountain West Bank in Whitefish. Learn how to pull customers off the sidewalk and into your store. See the good, the bad and the ugly of retail merchandising. Create terrific displays on a tight budget.

**BUS9223                      Visual Marketing Sales Techniques**

This class meets at Glacier Bank - downtown in Kalispell. Sales Techniques for better customer service! Learn what turns customers "on" and buyers "off". Identify pertinent body language, both customers and yours. Use "edutainment" to make shopping fun!

**BUS9224                      Marketing Consultation with Bruce Baker**

Bruce Baker will follow up his retail marketing presentations, "Curb Appeal Reinvented", and "Visual Marketing Sales Techniques" with on-site, personalized consultations.

Invite Bruce to your location for expert advice on your displays; learn first-hand visual marketing applicable to your store, location and focus, and hear straight-forward input on recommended changes you can make to increase your marketing effectiveness. 30 minute on-site consultation sessions are available each afternoon - an incredible value! Register for a timeslot and you will be contacted with the exact time 24 hours in advance.

- \* Please hold on your calendar that day the whole period from 1-5:30 p.m.
- \* After all consultation registrations are taken, we will map out your specific time with Bruce
- \* We request you still build flexibility in your schedule for Bruce's actual arrival and departure time

**BUS9225A                      #NotInOurOrganization: Sexual harassment Prevention**

Sexual harassment in the workplace is a serious and complex issue. The EEOC reports that sexual harassment claims rose 12% from 2017 to 2018 and that number is expected to continue climbing. Consequences are significant for both the individuals involved and your company. In the wake of the #MeToo movement, individuals are more informed and willing to speak up about inappropriate behavior in the workplace, leaving employers questioning whether or not they have done their due diligence setting a zero-tolerance policy and making sure the entire staff is aware of it. What are you doing to inform employees and prevent the behavior in your organization? If there is an incident are your managers trained to respond accordingly? In this course we will define sexual harassment, discuss best practices for handling reports, and talk about how to move forward successfully after an allegation.

**Course #****Course Title****BUS9226A****Your Brand of Marketing-Strategizing for Maximum ROI**

Define and determine your marketing strategy to maximum your return on investment. Develop a strategic approach to marketing your business by establishing target populations and identifying your consumers' behaviors. Create an integrated marketing plan based on the individual characteristics of both your business and your consumers.

If you are registering for all three "Your Brand of Marketing" classes, please select course number BUS9226S to receive the series package price.

**BUS9226B****Your Brand of Marketing-(B) Researching Your Market**

What does it mean to conduct market research and what are the benefits? How do you identify research that will be useful to your business? When do you hire out or purchase research from an external source? Learn techniques of planning, performing, analyzing and presenting market studies; study different methodologies with emphasis on self-implementing secondary research.

If you are registering for all three "Your Brand of Marketing" classes, please select course number BUS9226S to receive the series package price.

**BUS9226C****Your Brand of Marketing-(C) Developing Your Message**

Your message is the cornerstone to any effective marketing campaign. Learn the impact of the message in marketing, the proper way to develop a message and what needs to be included to have maximum impact. You will also have an opportunity to practice crafting a marketing message.

If you are registering for all three "Your Brand of Marketing" classes, please select course number BUS9226S to receive the series package price.

**BUS9226S****Your Brand of Marketing- (K) All Sessions**

Your Brand of Marketing - A three workshop series.

Strategy. Research. Message. These are the foundations for all of your marketing efforts. In what marketing activities will you invest your time and dollars for the best return to your business? Attend this full series to create an integrated marketing plan, learn market research techniques and develop a business message with impact.

For detailed descriptions of the individual workshops see course numbers 12ABUS9226 A, B and C

**BUS9227****Lean Office**

Taught by Montana Manufacturing Extension Center Field Engineers. Unlock talent, effectiveness & productivity within your organization through core Lean principles, concepts and hands-on simulation.

Apply this system to any process to identify and eliminate wasteful activities in your organization that do not add value to your customer. Tuition is discounted 10% for additional employees from the same company registering for this class.

**BUS9228****Artist Road Atlas to Business Success**

Moving your current art business to the next level is important to you. While it seems daunting, creating your own REALISTIC path for increasing art income will help to ensure your success. During this highly personalized workshop, there will be three small group instruction sessions AND two 90 minute individual sessions for you to discover how to reach the best customer market size for your business. Based on your own budget and income, you will also develop your growth path for becoming more efficient in all aspects suited to your artwork: your capacity to create new work, and your production and marketing needs to reach your customers. This course is for artists who are currently doing business and wanting to find the best way to expand brand awareness and increase profit. Wholesale, distribution, and licensing strategies are included in this series of classes. Two 90 minute individual sessions will be scheduled separately.

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**BUS9229****Reality Check: Starting a Business Wide Open**

John Balsam, NW MT SBDC Director

Assess your readiness to start a business. Receive useful handouts to help figure your net worth, sketch your business concept, and identify your competitors. Completion of this free class is recommended for those with a new business idea before scheduling a one-on-one counseling appointment with the Small Business Development Center. There is no charge for this class but you must register.

**BUS9230****The Ice House Entrepreneurship Program**

Jill Seigmund, FVCC Entrepreneurship Coordinator

How do entrepreneurs identify opportunities that the rest of us seem to overlook? How are they able to transform simple ideas into sustainable success? What are the underlying beliefs and assumptions that enable them to succeed, regardless of where they start? These are the overarching, "big picture" questions you can answer by solving real-world problems with personal relevance. Learn directly from the firsthand experience of successful real-world entrepreneurs and gain clarity on the 8 concepts that will lead you to both business and personal success: The Power to Choose, Recognizing Opportunities, Ideas Into Action, Pursuit of Knowledge, Creating Wealth, Building Your Brand, Creating Community and The Power of Persistence. You do not need to start a business to leverage these concepts. Class will not meet October 15 and November 19. Cost includes \$199 lab fee for course workbook, online resources and a personal copy of "Who Owns the Ice House? Eight Life Lessons From An Unlikely Entrepreneur". For more information on the IceHouse program, visit:

[www.whoownstheicehouse.com](http://www.whoownstheicehouse.com)

**BUS9232****Presentation Skills**

Speaking in front of others is the number one rated fear of most people. Yet the ability to give an effective presentation, whether to 3 or three hundred people, is a critical skill in today's world. Learn the 7 critical points of giving an effective presentation. Using those 7 points, participants will be able to give an effective presentation that informs or influences an audience. This important two-part workshop will show you how to plan, organize, and deliver a message that gets the results you want.

**BUS9233****The Art of Persuasion & Negotiation**

Are you a hard bargainer or a soft deal-maker? Do you tend to avoid negotiations? Do you wish you could be more successful in negotiating for what you want? This workshop will show you how to balance your style and skill set to leverage relationships during the negotiation process. Find out how to use influence, persuasion, and positive negotiation strategies for results. As a result of this workshop, you will have greater confidence in negotiating, through a better understanding of the process and the use of positive strategies.

PLEASE NOTE: THE DATE OF THIS CLASS IS MARCH 22. THIS IS DIFFERENT THAN WHAT IS PRINTED IN THE SCHEDULE.

**BUS9235****Creating a Business Culture That Will Ignite Passion,**

Are your employees disengaged, their discretionary efforts tamed, passions for work fleeting, and ideas tethered? You can create a work group - your own Trust, Inc. - where engagement, passion, innovation, and great work thrives. If you're someone's supervisor, or whatever your specific role, find out how to use five essentials to be a trusted leader in an era of distrust, and why that matters to you and your results. Based on the presenter's most recent book "Trust, Inc." (Career Press, 2014), a copy of which is included as course material (a \$15 value).

**BUS9236****Media Spokesperson**

Michelle Drager, The Drager Group

Dealing with the media can be an exhilarating experience - or a downright nightmare. You can't control the media, but you can control how your business or organization comes across to the public when the spotlight shines on you. Develop your elevator pitch - a succinct, focused explanation of who you are and what your company does. Learn one-on-one or group training on techniques for answering questions professionally, for print, radio, TV or other media. Gain tools to represent your business or organization with dignity and integrity while deftly

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communicating your key messages, strategically or spontaneously!

**BUS9237****Rescue from the Trips & Falls of Communication**

Diana Damron

Missed goals, workplace drama, exiting clients - all because of poor communication skills. Communication is our most important vital life skill and yet it's misunderstood and undervalued. Add technology to the mix and we know what can happen - a real disconnect. Learn how to detect what communication missteps are holding you back and what you can do to eradicate them. Whether you are just entering the job market or leading the team, this class will help give you the tools to improve your personal and professional communication skills and lead to success. Key elements of the session:

- " Communication basics
- " Assumptions vs. the Reality of Communication
- " Falling into patterns of poor communication
- " Recovering from poor communication
- " Preventing relapse

**BUS9238****Communication with Intention**

Building on skills learned in the Communication for the Business Environment class, we will now focus on listening, consistency, and technology to:

- " Demonstrate mindful listening skills.
- " Define individual obstacles to listening.
- " Identify lack of consistency in communication - both physically and contextually
- " Describe the obstacles to clear communication in emails, texts and social networking.
- " Apply intention in the communication process

**BUS9239****Business Model Canvas**

The Business Model Canvas isn't just an essential tool for businesses! It can also be used to sketch strategy for home improvement projects, nonprofit events, new programs, and more. Like a blueprint, the Business Model Canvas defines how to create, deliver and capture value in an existing or proposed venture. It will help you focus time and energy on the activities and relationships that are key to your enterprise's success.

**BUS9240****The Write Business**

Develop the business skills necessary to help your writing career succeed! Whether you aim to be an indie author, find or keep a traditional publisher, freelance, blog, serialize your non-fiction or fiction, or take Hollywood by storm, you are an entrepreneur. In addition to the creative work of writing, you need to track finances, prioritize key resources and activities, identify and utilize avenues to get to your readers, and build the support of an unofficial but highly effective board of directors.

**BUS9241****The Write Plan**

Writers are entrepreneurs. In addition to the writing itself there's the need to track finances, prioritize key resources, identify avenues to get the readers, and build a necessary support system. In one session with a useful map, some sticky notes, and your creativity, you can develop The Write Plan.

**BUS9242****Concept to Launch**

Interested in starting a small business but baffled about how to proceed? This class will help you breathe life into your idea through five action-packed sessions covering topics such as opportunity identification, market research, social media marketing, basic financial planning, and powerful pitches. Group discussions and feedback contribute to a one-of-a-kind learning environment.

**BUS9243****Small Business Marketing - Not Rocket Science**

Marketing your business begins when you get your business idea. Figure out if the goods or services you want to sell are wanted/needed in your area (market research), who your potential customers will be (target market), and where and how to reach them. Whether you are just

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starting a business or have an existing business, you should be working from a marketing plan. This course will guide you through these steps and more!

**BUS9244****Grow Your Business with Email and Social Media**

Rick Hogan, Authorized Constant Contact Local Expert, brings the most current social media strategies, tools and tactics to teach you how to improve the effectiveness of your online business marketing activities. Between Facebook and Twitter, email and mobile, offers and deals, and whatever new social network is coming next - the frequency and complexity of change can be overwhelming.

In this morning workshop you will learn how to combine unique email and social media campaigns to more effectively communicate with your customers and to expand your marketing opportunities. A social media plan with specific objectives can help you reach your marketing goals, and Rick will show you how to do that. Take with you simple but powerful tips to improve your email open rates and social visibility. Rick will provide you with the resources to help you increase click-through-rates, to get more conversions, and direct your message to the markets that you specifically want to target.

This course is co-sponsored by SBDC Montana and SCORE.

**BUS9245****Getting Started with Email Marketing**

Rick Hogan, Authorized Constant Contact Local Expert will present this live, guided demonstration on the tools and features inside Constant Contact's email marketing system. In this time-efficient, highly practical session, you will learn the basics so you can get going with your own email marketing program, including: setting up your Constant Contact account; creating an email campaign and editing a template; branding your emails with your logo, colors and photos; creating content that people want to receive and read; importing your email list into your constant database; getting new subscribers by adding sign-up boxes to your website and emails; and tracking and interpreting your results.

It's a relaxed, friendly educational session - bring your questions!

Is this seminar right for you? This seminar is suitable for anyone new to Constant Contact, or who just wants a hand learning how to use this product. Some general knowledge of email marketing practices and concepts may be helpful.

\*A Constant Contact account, or Trial Account, and a laptop computer are required for the extensive hands-on training in this workshop. Tablets and smartphones will not be effective.

This course is co-sponsored by SBDC Montana and SCORE.