



Pittsburgh Metropolitan Area
Hispanic Chamber
of Commerce

Business Success Academy, Pilot Program

The tools and knowledge your business needs to put your best foot forward on a path to success and sustainability.

Application Information

Applications Open: December 22, 2021

Deadline: February 7, 2022

Awardees notified by: February 14, 2022

Program Begins: March, 2022

Graduation Ceremony: September, 2022

Apply at: www.pmahcc.org/bsa

Entrepreneurs

- Aspiring Business Owners
- Independent professionals and contractors
- Professionals and Executives looking to start a new career

Small Business Owners

- Businesses affected by Covid-19 Pandemic
- Businesses in need of hiring and retaining employees
- Businesses in need of operational, organization or HR assistance

The Need & The Numbers

Economists believe that Hispanic entrepreneurs are the key to bouncing back stronger post-covid. Latinx owned businesses open at a rate of 8 to 1 compared to other groups, 50% of all new job growth is created by Latina entrepreneurs alone (female Hispanics) and 86% of every job created since the great recession has been by a Hispanic. While these numbers are very positive, this group remains the least likely to reach the 1 million dollar mark in revenue and over 80% of Hispanic businesses have less than 20 employees.

The spread of COVID-19 continues to have a devastating impact on small businesses from severe reductions in sales to operations coming to a full halt. It is imperative that small business owners and entrepreneurs are prepared to make their business not only survive during this difficult time, but are equipped to thrive as markets return to full capacity.

PMAHCC has created the Business Success Academy, which focuses on growing the critical professional and business skills needed to **improve leadership and get work done faster, better and at a lower cost** ; in all aspects of human interaction both in business and professional contexts. Scholarships totaling \$75,000, sponsored by the Hillman Foundation, will provide training for 20 individuals / entrepreneurs within the Hispanic Community as well as administrative support in key areas critical for business development.

Program Description

This curriculum is designed to reach out to our community and its diversity of individuals and business owners and generate permanent development in them as participants. They will learn how to make outstanding contributions in their field of business, developing ingenuity, creativity and uniqueness of approach in their daily work. All participants will be equipped to create improvements in the quality and quantity of the services and products they provide, while at the same time they will work with efficiency in the use of time, money, materials and equipment.

Participant Scholarships

- Sponsoring for 20 participants includes
 - 10 Non-Business Members
 - Program Costs, Software, Trainers, Workbooks and other Materials
 - Small Business Membership with benefits
 - Graduation Ceremony Costs & Video Documentation
 - La Mega Nota Ad
 - Either Marketing OR Financial Consulting Services
 - 10 PMAHCC Small Business Members
 - Program Costs, Software, Trainers, Workbooks and other Materials
 - Graduation Ceremony Costs & Video Documentation
 - La Mega Nota Ad
 - Either Marketing OR Financial Consulting Services
- **Value: \$3,750 per participant**

Goals

The overall efficiency of their business operations will be increased by providing the right leadership for developing and improving productivity, service quality, reducing operational costs and ultimately achieving organizational goals and objectives in an efficient way.

- Identify professionals in business, and the community interested in advancing their careers by expanding their skills in leadership and contribution value to organizations, the community and business sectors.
- Provide participants with in-depth understanding of leadership, cultural differences, and insight into self-promotion in securing upward mobility within their individual organizations, community or sectors.
- Enhance the communications network among Hispanic leaders in the civic and business community.
- Facilitate access between program participants and the current leadership of the community.
- Increase the retention rates for local Hispanic Entrepreneurs.

Program Structure

- This program consists of 8 modules to be administered two to four times per month (a survey will be completed to determine the most convenient option for participants prior to program administration)
- A live, interactive online format will be utilized for flexibility as well as the safety of the participants despite current conditions (COVID, etc.)
- Participants maintain access to group video workshops, forums and learning materials (including workbooks) for review and deeper understanding of the leadership concepts, conduct meaningful conversations with other peers, and exchange ideas/perspectives for maximum growth
- Group Coaching and exploration of real work challenges is facilitated by professional trainers
- Businesses will receive a video to utilize for marketing purposes following the conclusion of the program

The Role of the PMAHCC and Goal Alignment

PMAHCC is the principal regional advocate for the Hispanic business community's civic and economic interests. Our mission is to develop, promote and advocate on behalf of Hispanic businesses & professionals in the Pittsburgh region, while encouraging the advancement and economic growth of Pittsburgh's Hispanic community. This initiative aligns with the mission of the PMAHCC in that it:

- Promotes the growth of the Hispanic business community in the region
- Provides a professional growth opportunity to community members
- Is a charitable activity
- Assists the PMAHCC (the Chamber), in the raising of funds to support the development of more programs for the benefit of the membership

Course Dates

Wednesday 5 to 7 PM

Topic 1 Mar 16nd

Topic 2 Mar 30th

Topic 3 April 20th

Topic 4 May 4th

Topic 5 May 18th

Topic 6 Jun 1st

Topic 7 Jun 14th

Graduation September/ TBD

The PMAHCC thanks you for your time and consideration in this matter in addition to all that your organization supports within the Greater Pittsburgh Community.