



Business Success Academy 2023 Edition

Workshop Dates

- **Wednesdays 5 to 7 PM***
- Topic 1 Aug 16th
- Topic 2 Aug 30th
- Topic 3 Sept 13th
- Topic 4 Sept 27th
- Topic 5 Oct 4th
- Topic 6 Oct 18th
- Topic 7 Nov 1st
- Graduation December/ TBD

Important Remarks

- Wednesdays from 5 to 7 PM
- Live Facilitated Workshops
- 16 Hours of Training
- Private Forums and Video Discussions
- Training Accessible Online
- Relevant Learning Topics
- Personalized Learning Experience
- Unlimited Access to All Learning Materials

This training program blends both technical and personal skills in order to achieve business goals in the best and fastest way possible. Technical skills refer to the specific competencies and knowledge required to perform tasks related to your business. These skills are crucial for delivering high-quality products or services, optimizing operational efficiency, and staying ahead of competitors. While in personal skills, we will learn about a wide range of attributes such as communication, leadership, problem-solving, and emotional intelligence.

Integrating these two main business development forces leads to remarkable outcomes. By blending the two, business owners and their employees gain the ability to effectively collaborate, communicate, and build relationships with clients, stakeholders, and team members. These personal skills enable individuals to navigate complex situations, resolve conflicts, and adapt to changing circumstances, all of which are critical for long-term success in today's dynamic business landscape.

These are the specific concepts that will be discussed during the BSA program:

Technical Competencies: Sales, Marketing, Advertising / Finance and Bookkeeping / Operations Management / Time Management

Personal Skills: Growing Personal Awareness / Creating Positive Relationships / Leveraging Emotional Intelligence

TRAINING PROGRAM CALENDAR 2023

8 LIVE FACILITATED WORKSHOPS:

- Wednesdays from 5 to 7 PM
- Live Facilitated Workshops
- 16 Hours of Training
- Permanent Availability
- Private Forums
- Video Discussions
- Training Accessible Online
- Relevant Learning Topics
- Personalized Learning Experience
- Unlimited Access to All Learning Materials

The program begins
August 16th and ends in
November 1st 2023



BUSINESS SUCCESS ACADEMY © PITTSBURGH METROPOLITAN AREA HISPANIC CHAMBER OF COMMERCE

WORKSHOP 1 August 16th GROWING PERSONAL AWARENESS TO DEVELOP FUNDAMENTAL SKILLS

Growing in the key personal and professional attributes, critical for successful performance in the business environment. Building a strong foundation for growth in all aspects of business and professional performance.

WORKSHOP 2 August 30th SALES, MARKETING AND ADVERTISING

Learning technical skills in sales, marketing, and advertising will help small business owners and their teams to effectively promote their products or services. Connecting with customers to understand their needs will build strong client relationships.

WORKSHOP 3 September 13th LEVERAGING EMOTIONAL INTELLIGENCE

Understanding how human emotions work and how they become driving forces for our actions, learning how to apply this for the benefit of the business to improve productivity, reduce costs and increase sales.

WORKSHOP 4 September 27th FINANCE AND BOOKKEEPING

Integrating technical skills such as finance and bookkeeping leads to more efficient financial management. The combination of technical expertise in budgeting, financial analysis, and bookkeeping enables businesses to effectively allocate resources, track expenses, and make informed financial decisions.

WORKSHOP 5 October 4th TIME MANAGEMENT

Widening awareness in the appropriate use of time as a critical resource, learning to work with efficiency and high productivity when combined also with other resources like money, materials, equipment and other assets of the business.

WORKSHOP 6 October 18th CREATING POSITIVE RELATIONSHIPS

Growing the ability to build positive relationships with the others, preserving and growing the possibilities for everybody to achieve strategic, common goals and share success.

WORKSHOP 7 November 1st BUSINESS OPERATIONS MANAGEMENT

Discussing the integration of these technical competences and personal skills to create a well-rounded business mindset, capable of driving business operations forward, adapting to industry trends, and seizing new opportunities in a competitive marketplace.

WORKSHOP 8 December - TBD PROGRAM GRADUATION

This 2023 edition of the program
is created around the essential
skills identified by 19 years of
experience in Leadership
Training for business.