



BUSINESS BUILT TO LAST

8 BUILDING BLOCKS FOR GROWING A SUCCESSFUL BUSINESS

Pathway Financial Education is launching free education and business coaching for women and minority-owned small businesses. Several of Kansas City's leading professionals and subject matter experts in business, finance, accounting, law, marketing and other areas will conduct an eight-week education and training program entitled "Business Built to Last - 8 Building Blocks for Growing a Successful Business".

The program offers real world and practical training to help build better, stronger, and more sustainable businesses. While this program is specifically designed for businesses that have operated for at least 3 years, it is open to all looking to scale-up their business, access capital and benefit from free professional coaching as well as gain access to a network of bankers, accountants and other experienced business leaders.

The program begins March 29, 2022 and ends May 17, 2022. Each session will be held on Tuesdays from 6:00pm-7:30pm at Pathway Financial Education's Headquarters, 1520 E. 18th Street, Kansas City, Missouri 64108.

Additional details about the program and how to register can be found below.



1520 E. 18th Street
Kansas City, Mo 64108
PathwayEducation.org

Business Built to Last: 8 Building Blocks for a Successful Business

Business owners who complete all 8 sessions will receive a “*Business Built to Last*” certification and will gain access to additional resources like one-on-one professional coaching and services tailored to your business needs. [REGISTER HERE](#)



March 29, 2022
6:00pm Tuesday
Trainers: Bob Harris, CFP, JD
& Phillip Fournier
Building a Plan For Success
Billion Dollar Business Idea

Nearly 70% of businesses fail within the first 10 years because of poor planning. In this session, top business leaders will share the essential elements of taking your business to the next level and building the foundation for long-term success.



April 5, 2022
6:00pm Tuesday
Trainers: Michael M. Byrd
Mastering Cash Flows
The Central Nervous System of a Business

Understanding financial statements allows you to better manage your cash flow, speak more effectively with bankers, gain access to lenders, and potentially grow your business. In this session, you will work with tax and accounting experts, review the financial ratios used by lenders to determine your credit risk, learn best practices for accounting and recordkeeping, as well as gain tax planning tips to avoid common pitfalls.



April 12, 2022
6:00pm Tuesday
Trainers: Karen McConnell, JD
Demystifying Contracts & Negotiation
Sign on the Dotted Line

Getting stuck in a bad contract or being uncomfortable at the negotiation table can jeopardize the success of your business. Knowing the key elements of law is essential for protecting your company and avoiding one-sided binding agreements. In this session, an experienced contracts lawyer will guide you through the basics and identify common problems to look for before you sign on the dotted line.



April 19, 2022
6:00pm Tuesday
Trainers: Amber Palumbo
Human Capital Management
Good People are Hard to Find

It's often said that a business is only as good as its people. Human capital is one of the important elements to the stability and growth of your company. In this session, you will have a rare opportunity to spend time with an HR Executive who will guide you through some of the challenges of recruiting top talent and managing and developing teams to scale your business.



April 26, 2022
6:00pm Tuesday
Trainers: Kim Hayes
Benefits 101: Retirement & Health Care
Taking Care of You

Saving for your personal retirement and providing health care and savings benefits for your employees are significant building blocks for creating wealth and attracting talent. In this session, you will hear from a Certified Financial Planner who will guide you through the essential steps of building an employees' benefits package that will attract quality employees and not break the bank.



May 3, 2022
6:00pm Tuesday
Trainers: Tyrone Herbert
Accessing Capital & Developing Banking Partners
Show Me The Money

Understanding how to gain access to capital and building banking relationships are key elements to the success of your company. In this session, you will spend time with and hear from some of the top bankers in the area and learn how to better position your business for developing banking relations and financing.



May 10, 2022
6:00pm Tuesday
Trainers: Nick Jacobson
Marketing to Grow Your Business
Everybody Loves A Winner

Marketing is the lifeblood of your company. Good marketing can help make you a winner by clearly targeting and appealing to the customers who want and need your products and services. In this session, you will spend time with a marketing guru who will share the latest marketing strategies and digital marketing capabilities necessary to attract customers and build your brand.



May 17, 2022
6:00pm Tuesday
Trainers: Brent Pryor
Build a Sales Pipeline for Growth
Always Be Closing

Developing a sales pipeline stimulates demand and helps your business achieve its revenue targets. In this session, our sales experts will discuss the science behind the sales process and guide you through the cycle of converting prospects into clients.