

BUSINESS BUILT TO LAST

A Small Business Education Program by Pathway Financial Education



PROGRAM OVERVIEW

Our small business program is structured into a series of learning blocks that combine in-person and virtual instruction through Blackboard, along with access to 1-on-1 consultations and optional workshops. Designed for small business owners, the program is led by industry experts who bring real-world insight into each session.

WHAT TO EXPECT

Each learning block builds practical knowledge and confidence in key business areas. Between sessions, participants can access personalized support to reinforce skills and apply new strategies in real-time. The goal is to build a strong foundation of financial literacy, business acumen, and sustainable growth.

INDEPENDENT WORKSHOPS

To complement the core program, we offer a variety of supplemental workshops throughout the year. These sessions are developed in response to participant needs and current small business trends. Topics may include budgeting, business credit, risk management, or digital security, and vary depending on demand and relevance. These workshops provide additional tools and insights to support long-term business growth.

ONGOING SUPPORT

Pathway continues to support business owners beyond the classroom with personalized, one-on-one assistance. We help business planning, marketing strategy, financial systems, software tools, capital access, and business certifications. In addition to our in-house expertise, we connect participants with a network of trusted partners and resources tailored to their unique goals.

CORE CURRICULUM



Business Plan Development

Create a roadmap for your success



Mastering Cash Flows

Understand, track, and manage your money



Contracts & Negotiations

Navigate agreements with confidence



Human Resources

Build and manage your team effectively



Benefits 101

Understand retirement and healthcare options



Access to Capital

Find funding and build strong banking relationships



Marketing to Grow

Reach your audience and expand your brand



Sales Pipeline

Develop a strategy to drive consistent revenue

PROGRAM VALUE

This program is offered completely free of charge to participants, thanks to the generous support of our donors and partners. While the average cost to deliver this experience is \$600 per business owner, there is no cost to apply or attend. Our goal is to remove financial barriers and make high-quality business education accessible to all.