

More ways we can help

The WBC offers an ever expanding collection of valuable services for women at all stages of their business growth. For information on our business coaching program, educational courses, networking and counseling, visit our web site, www.canisius.edu/wbc, or call **716-888-8280**.

Our mission

The Women's Business Center provides entrepreneurs and small business owners with a focus on women the critical skills, knowledge, tools and support network to increase their success and positively impact the economic development of Western New York.



propel your
business to
growth and
success

The Forum Series

Peer Group Program

Canisius College Women's Business Center



Women's Business Center

2365 Main Street | Buffalo, NY 14214

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www.canisius.edu/wbc



Tap into the wisdom of your peers to succeed

Whether you run a company or are a partner in a business, once you're past the immediate start-up phase, you face a different set of challenges. Skillfully designed to capture the collective ingenuity and wisdom of equals, the Forum Series will propel you and your business to greater success.



What the Forum Series is

The Forum Series is a confidential peer group program where you can share issues and concerns and obtain real-world ideas and solutions. Your forum will be comprised of women whose businesses do not compete with yours, but are similar in size, revenues, number of employees and other key characteristics. This model has proven its value over and over again in markets across the country.

Who can participate

The Forum Series specifically serves entrepreneurs and partners who own or have an equity position in an existing business or practice.

How it works

Meetings take place monthly. Depending on the needs and knowledge of your forum, you may augment roundtable discussions with expert guest speakers or presentations. Each forum will be guided by an experienced facilitator who is specially trained to elicit the most creative thinking and strategic problem solving. Information shared is kept strictly private. Confidentiality agreements will be maintained.



What you will talk about

Your forum will identify its own critical issues, needs and goals and develop a specific annual work plan to address them. Topics will range from sales, marketing, public relations, finance and information technology to more complicated matters such as strategic planning, organization, delegating and chain of command, human resources, ethics, and international trade.

How you will benefit

Each forum will be large enough to assure diversity of background and experience, and small enough to promote meaningful interaction. Because you direct the content, your meetings will be relevant; because they're professionally facilitated, they will be substantive. You will learn best practices and form a network of referrals and resources. You will gain insight, support and confidence from women who know exactly what you're going through. You will strengthen your ability to improve and grow your business.

Take the most important step

To learn more about the Forum Series, contact the Women's Business Center today. To assure that you realize optimal benefits, we will carefully match you with women whose businesses are comparable to yours in significant benchmarks. Let us determine the right forum for you.

The Forum Series space is limited. Call the Canisius College Women's Business Center today at 716-888-8280.