

Application (CONTINUED)

KNOWLEDGE LEVEL	EXCELLENT	AVERAGE	LOW
Accounting			
Human Resources			
Information Technology			
Management / Leadership Issues			
Marketing			
Operations			
Strategic Planning			

Please provide one personal and one professional reference:

Name _____
(personal reference)

Phone _____

Name _____
(professional reference)

Phone _____

Enclosed is a check for \$ _____
Made payable to Canisius College / WBC *(non-refundable)*

– OR –

Bill my: Visa MasterCard for \$ _____

Card number _____

Signature _____

Expiration date _____

RETURN TO:
Women's Business Center
Canisius College, Demerly Hall
2365 Main Street | Buffalo, NY 14214
Ph: 888-8280 | Fx: 888-6654
E-mail: wbcinfo@canisius.edu
Apply on-line: www.canisius.edu/wbc



Women's Business Center
2365 Main Street | Buffalo, NY 14214 | www.canisius.edu/wbc

business coaching program



business coaching program

**Canisius College
Women's Business Center**





2006:

10.4 million
businesses
started
nationally

50% started
by women

WBC Mission

The Canisius College Women's Business Center (WBC) provides entrepreneurs and small business owners the critical skills, knowledge, tools and support network to increase their success and positively impact the economic development of Western New York.

Program

This one-year coaching program begins in September and runs for 12 months. Size is limited, and selection is based on the candidate's application and interview. In this program, participants are paired with successful business owners and professionals (coaches).

Entrance

The first step is to apply. Your application will be reviewed by a committee for eligibility. Next, you will have a personal interview with a member of the staff and the committee. Be prepared to supply proof of eligibility at your interview (see below).

For program eligibility, you must:

- be an established business, filing tax returns
- not be a start-up business
- personally manage and direct your business
- have a business checking account
- have a structured, tangible place to conduct business
- have a formal business tax structure – DBA or corporation
- be the primary business owner

At the time of your interview you will be required to submit (as proof of eligibility):

- copies of the last three years' business tax returns
- the names of your professional advisors
- written goals/expectations of what you would like to accomplish over the next 12 months
- a business plan

Goals

You will complete and/or update a business plan. We'll review the list of goals and expectations you provided during the interview process, help you determine feasibility, and start you on the process of achieving your goals over the next 12 months.

Highlights

- Professional evaluation
- Mandatory bi-monthly meetings/training sessions with business experts covering key requirements of a business plan (6 meetings)
- Monthly one-on-one meetings with your coach
- Online Web site for current group
- Site visits – group or individual
- Networking/exposure opportunities to area business leaders (banking, consulting, marketing)
- Access to the resources of the entire coaching team

Your Commitment

In addition to your program investment, your time is the biggest commitment you'll make. Plan on a minimum of eight (8) hours a month dedicated to working **on** your business, not **in** your business.

Beginning in October, you will:

- meet bi-monthly on the first Tuesday of every other month for a two-hour (2) group session
- meet once a month with your coach for a one-on-one meeting for a minimum of one (1) hour
- have working assignments that require an additional 2-10 hours in preparation for your next one-on-one meeting with your coach
- set your own times to meet with your coach for one-on-one meetings

BUSINESS COACHING PROGRAM

Canisius College – Women's Business Center

Application Fee: \$25.00 (*non-refundable*) | Program Investment: \$500

Name _____

Position _____

Company _____

Address _____

Phone _____ Fax _____

E-mail _____

Web site _____

Year founded _____ Percentage ownership _____

of Employees _____

Company description _____

What goals would you like to accomplish? _____

Personal strengths _____

Company strengths _____

How did you hear about us? _____

MORE >>

**WOMEN-OWNED
BUSINESSES:**

1.28 million
people hired

\$2 trillion
in revenue
generated

25% over
\$1 million
in sales

10% over
\$5 million
in sales