

Apply online:
www.rotmanexecutive.com/entrepreneurs

The Next Steps program gives you the confidence and skills you need to take your business to the next level. Interact with a senior-level advisory panel of accomplished women entrepreneurs, and gain knowledge from peer mentors who have shared your business challenges. The six-module format allows you to take what you learn and apply it immediately.

Venue

The program will be held at the executive education facility of the Rotman School of Management located on the downtown campus of the University of Toronto. A special Rotman rate is available at the nearby Park Hyatt hotel for participants wishing to stay near the facility during the program.

Program Format

Through teaching, coaching, and interaction with peers, participants will work to develop their own leadership style and enhance their business strategies. Exposure to best practices in entrepreneurship from leading women entrepreneurs and industry experts will give participants tools and strategies they can apply immediately. Sessions are taught by Rotman faculty and senior business executives who use teaching approaches ranging from case studies, group discussions and lectures to diagnostic exercises and self-reflection tools. Participants will gain peer feedback and valuable new professional contacts.

For more information

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Initiative for Women in Business
Rotman School of Management
University of Toronto
www.rotman.utoronto.ca/women

Apply online:
www.rotmanexecutive.com/entrepreneurs

THE ROTMAN INITIATIVE FOR WOMEN IN BUSINESS:

- > Offers professional development opportunities for women.
- > Actively encourages women to pursue business education.
- > Builds partnerships with local, national and international professional organizations and businesses.
- > Pursues academic research on women in business.
- > Runs a professional network as well as networking events for women.
- > Hosts experts on women and leadership for public-speaking events.

Initiative for
**Women
Business**

Rotman

Begins October 15, 2009

Next Steps

A Program for Experienced
Women Entrepreneurs



Six evening sessions

Participant Profile

Experienced women entrepreneurs with a minimum of \$1 million in revenue (service-based businesses) or \$2 million in revenue (product-based businesses). Participants should aspire to continued business growth.

Participant Benefits

- Gain a network of successful women entrepreneurs and leading industry experts
- Leverage and apply current business theory and knowledge to your own business
- Explore the next steps in financing and growing your business
- Understand how to manage the professional relationships required for growth
- Learn effective negotiation skills with both employees, service firms, clients and suppliers
- Understand how to value your business
- Learn what you should look for when considering a new venture
- Gain insights into what kinds of financing are available and when you should consider a strategic partnership

Why Now?

"Canada is a global leader in women's entrepreneurship... Canadian women are cited among the most entrepreneurial among the OECD developed nations...However...majority women-owned Canadian firms are significantly smaller, less profitable and less likely to grow compared to those firms owned by men." -- Orser, Spence, Riding and Carrington, Gender & Export Propensity, 2008

"The gap between high-paying and low-paying occupations is wider among self-employed women than any other category of workers in Canada." -- CIBC World Markets Inc. Women Entrepreneurs: Leading the Charge, 2005

"Women-owned firms, on average, were less likely than firms owned by men to have exhibited rapid sales growth." -- Orser, Riding, Manley, Women Entrepreneurs and Financial Capital, 2006

Session Themes

OCTOBER 15, 2009, 6PM TO 9PM:

Business Growth

The evening will begin with strategic growth expert, Professor Beatrix Dart, who will cover stages of business growth. The discussion will continue, lead by industry expert, Marnie Walker, Founder, 401 Bay Centre and Student Express.

OCTOBER 22, 2009, 6PM TO 9PM:

Financing Business Growth

You will come away from this session with a better understanding of the types of financing available, how to raise capital and improve your relationship with your bank. The evening will feature industry expert, Sheila Spence, SVP Corporate Development, WPP, who will discuss how entrepreneurs know they are ready for strategic investment.

OCTOBER 29, 2009, 6PM TO 9PM:

Managing Professional Relationships

Negotiations are a critical element of any business transaction. Learn how to negotiate with success from Professor Glen Whyte. The evening will feature industry expert, Isabel Alexander, President, Phancorp. Inc., and Chair, Canadian Association of Importers and Exporters.

NOVEMBER 5, 2009, 6PM TO 9PM:

Unlocking Business Value

Do you understand how to, and when to, unlock the value in your business? Learn key success strategies from valuation expert, Stephen Cole, Cole and Partners, and Marg Hachey, Executive Vice President, Duocom.

NOVEMBER 12, 2009, 6PM TO 9PM:

Sourcing the Next Opportunity

Whether you're on the brink of acquiring your next venture, or it's a goal that's a few years away, you'll come away from this session with the "how to" knowledge you need from award-winning Professor Doug Hyatt. The conversation will continue with insights on acquiring new ventures, lead by industry expert, Tom Corr, Associate Vice President of Communications and CEO Accelerator Centre, Waterloo Research and Technology Park.

DECEMBER 3, 2009, 6PM TO 9PM:

Emotionally Intelligent Leadership

In the last session of the program, you will learn about your individual leadership style through emotional intelligence assessment tools. With the results of the assessment, and feedback from your peers and instructor, you will create a personal leadership development plan. A panel of experts will be available to answer specific questions you have about your own business and leadership experience.