

You bring the ***drive***.
We'll provide the know-how.

Get there faster with our

WOMEN'S ENTREPRENEURIAL ACCELERATOR PROGRAM



Dream BIG!

Become your ideal boss by turning your vision into a successful business. Entrepreneurs must wear many hats in today's digitized marketplace – sales, service, product development, finance, digital strategist, data analyst, marketing, and team leader. Our specially designed Women's Entrepreneurial Accelerator Program will give you the education and knowledge necessary in each area.



WOMEN PRIORITIZE FAMILY ABOVE WORK

A study of Harvard Business School alumni across every industry found more than three-quarters of both men and women attributed women's blocked advancement to one reason: they prioritize family above work. Multiple studies demonstrate that the personal costs to women are substantial: negatively influencing wages, performance reviews, and their chances of promotion.

Frustrated by the negative repercussions they face for prioritizing family, feeling burnt out, and needing change, nearly 3 million American women have left the U.S. workforce over the past year.

This exodus is a tragedy for corporate America but a fantastic opportunity for women to take control of their careers and start a business.

A survey of 9,000 women across 15 countries found that globally 72% aspire to open their own business — of those, 50% don't yet have a business, and 22% have one but would like to open another.

The top three reasons why women become entrepreneurs:

- 1 Potential to grow their income (54%)
- 2 Becoming their own boss (52%)
- 3 Flexibility in work/life schedule (45%)

Owning a business allows you to take ownership of your career course, gives you more flexibility and freedom to support your lifestyle, and hurdles you over the still existent pay gap. You can re-enter the workforce when you are ready and to the degree with which you are comfortable.

*"Stay on your game and keep going for your dreams.
The world needs that special gift that only you have."*

- Marie Forleo, American entrepreneur, author, & host of MarieTV

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IF IT DOESN'T SCARE YOU,
YOU'RE PROBABLY NOT DREAMING
BIG ENOUGH.

”

Tory Burch 

WE'LL HELP YOU ON YOUR JOURNEY.

In addition, McKinsey Global Institute reports that people who launch their own businesses tend to be more satisfied with their work lives, feel more empowered, and their motivation increases because they have a genuine interest in their work. Business ownership is also a primary means to creating personal wealth as well as bolstering the local and national economy.

Common challenges to starting a new business are:

A lack of financial and market knowledge **(40%)**

Not being sure where to begin **(24%)**

Limited training in how to start, manage and grow a business **(19%)**

If that's all that is holding you back from pursuing your passion, we can help. Our Women's Entrepreneurial Accelerator Program can help you gain the confidence to start your own business through comprehensive education and targeted experience.

Female-owned businesses in the U.S. generate \$1.8 TRILLION A YEAR.

DID YOU KNOW?

The percentage of female entrepreneurs **has increased by 114% in the last 20 years**, while the growth of businesses owned by Women of Color has grown 163% over the previous 45 years.



WE DELIVER THE SKILLS YOU NEED TO BE SUCCESSFUL

Our Women's Entrepreneurial Accelerator Program gives you experience in a range of essential business roles, including finance, accounting, management, and marketing – everything you need to know to become a successful entrepreneur. Whether you are considering starting your first business or strengthening your skill set to grow an existing business or start another, this online program will help you take ownership of your success.

With one year of access to the courses, you can work through your learning journey at your own pace. Our comprehensive curriculum is divided into six critical modern business fundamentals to give you a solid entrepreneurial foundation.

Business Strategy and Data-driven Decision Making

- Preparing and Implementing a Business Plan
- Thinking Strategically as a Manager
- Using Strategic Thinking to Consider the Big Picture
- Identifying Risks in Your Organization
- Assessing Your Organization's Risks
- Responding Effectively to Risks
- Knowing When to Take Strategic Risks
- Finding the Quality in Your Data
- Big Data Fundamentals
- Big Data Interpretation
- Horizon Scanning: Identifying Future Opportunities

Marketing and Digital Presence

- The Basics of Marketing
- The People and Planning in Marketing
- Product, Pricing, and Promotion in the Marketing Mix
- Distribution and E-Marketing Ethics in the Marketing Mix
- Competitive Marketing Strategies: Analyzing Your Organization
- Reaching Customers Digitally
- Helping Customers Find You
- Managing Your Corporate Reputation Online
- Embracing the Digital Opportunity
- Building a Digital Market via Websites and Email
- Social Media and Social Selling
- Creating Effective Social Customer Service
- Assessing Digital Challenges and Risks
- Expanding Your Digital Mindset

Leadership and Organizational Management

- Key Elements of Business Execution
- Building Innovation Cultures and Leaders
- Leading Your Team through Change
- Building a Leadership Development Plan
- Aligning Unit Goals and Imperatives
- Developing Your Business Acumen
- Gaining Insight through Organizational Awareness
- Writing Effective E-mails and Instant Messages
- Sending E-mails to the Right People
- Developing an Effective Business Case
- Personal Power and Credibility
- Building Personal Power through Influence



FEATURES

Along with the 77-course curriculum delivered by industry-leading specialists, you'll also get:

- Access to over 475 additional business courses
- Thousands of books, summaries, audiobooks, and audio summaries
- 24/7 access from any device for one year

THIS PROGRAM RETAILS FOR
\$599 U.S.

Look at our special offer below!



Sign-up BEFORE 12/31/21 and enjoy a promotional rate of
ONLY \$399.

77 COURSES TO HELP YOU IN EVERY ASPECT OF RUNNING YOUR BUSINESS

Product Management and Sales

- Product Management:
- Building a Product Strategy
- Metrics for Product Managers
- An Overview
- Competitive and Market Analytics for Product Managers
- Building a Product Roadmap and Agile Product Management
- Create a Go-to-Market Plan
- Communication for Product Managers
- Market Research Basics
- Customer Development for Product Managers
- Design and Run Experiments for Product Managers
- Planning an Effective Presentation
- Building Your Presentation
- Ensuring Successful Presentation Delivery
- The First Steps in Negotiating
- Negotiating the Best Solution
- Telling a Business Story
- Learning from Failure
- Getting Your Pitch Heard
- The Value Proposition: Getting Your Pitch Right

Customer Service and Brand Reputation

- Interacting with Customers
- Communicating Effectively with Customers
- Controlling Conflict, Stress, and Time in a Customer Service Environment
- Dealing with Customer Service Incidents and Complaints
- Polishing Your Skills for Excellent Customer Service
- Rapport Building in Customer Service
- Providing On-site Customer Service
- Providing Telephone Customer Service
- Providing Effective Internal Customer Service
- Facing Confrontation in Customer Service
- Designing a Customer Service Strategy

Finance and Accounting

- Basic Accounting Concepts for Non-financial Professionals
- Comprehending Financials: A Guide to Financial Statements
- Basic Budgeting for Non-financial Professionals
- Financial Statement Analysis for Non-financial Professionals
- Key Accounting Concepts and Principles
- Recording, Posting and Balancing the Books
- Preparing Financial Statements and Closing Accounts
- Accounting for Stock Transactions
- Focusing on the Bottom Line as an Employee
- Managing with a Cost-control Mindset



INCLUDES SIX CATEGORIES OF LEARNING!

Our Women's Entrepreneurial Accelerator Program Curriculum

- Business Strategy and Data-driven Decisions Making
- Marketing and Digital Presences
- Leadership and Organizational Management
- Product Management and Sales
- Customer Service and Brand Reputation
- Finance and Accounting

YOU DID IT!

Certificate of completion and digital badge provided upon completion of the program!



FROM OUR CEO



Cathy Light's dynamic energy and passion for helping organizations and individuals reach their highest potential have led her to establish Leadership Balance® and three other growing enterprises: Assessment Leaders, Diversity Equity Inclusion and Be Well Perform Well.

"I've spoken to many women who have left a career or are thinking of leaving a career because they want more flexibility, more influence over their journey, and less stress. Many women desire to take control of their careers and build something of their own but are scared to take the chance for fear of failure or feel they lack the required skills.

The world needs more female entrepreneurs. Female-founded businesses strengthen economies, create jobs and talent pipelines, and add much-needed diversity. As a serial entrepreneur, I have founded, launched, and been CEO of multiple successful start-ups. I've learned many lessons along the way, some of them the hard way. My journey would've been much easier if there had been a program to empower me with a solid understanding of all the aspects that I needed to run my own business – so we created one.

Our Women's Entrepreneurial Accelerator Program contains everything I wish someone had taught me and then some – it's accessible, affordable, and will set you up for success. If you have the idea and the drive, this program can help you develop the skills."

Cathy Light,
Founder & CEO of Liderança Group
Top 10 Women in Cloud Entrepreneur 2021

Check out our other programs for women

OUR GOAL IS TO EMPOWER WOMEN AT EVERY STAGE IN THEIR CAREERS.

Our Women's Entrepreneurial Accelerator Program is part of our Own Your Career portfolio:

- Women Tech Training
- Women in Leadership
- Young Women on the Rise
- Diversity Collection:
Embracing Diversity;
Leading with Diversity;
Inclusive Leadership
- Resiliency for Work-Life Harmony (*coming soon*)

Invest in
yourself
TODAY!

Let's get started!

SIGN-UP TODAY for our unique Women's Entrepreneurial Accelerator Program to take advantage of our special price of **\$399** (*regularly priced at \$599*).



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