



Mountain Plains
Minority Supplier
Development Council

MBE UNIVERSITY

SMALL BUSINESS, BIG GROWTH

WEBINARS

RUNNING A SMALL COMPANY IS A FULL-TIME COMMITMENT, BUT PREPARING TO GROW IS ESSENTIAL. LEARN THE BASIC INFORMATION AND SKILLS YOU NEED TO TRANSFORM YOUR SMALL BUSINESS INTO A BIGGER BUSINESS WITHOUT LEAVING YOUR DESK. INTERACTIVE, ONLINE WEBINARS ARE TAUGHT BY WORLD-CLASS UNIVERSITY FACULTY AND SPECIFICALLY DEVELOPED FOR ENTREPRENEURS AND SMALL BUSINESS OWNERS.

Planning for Growth

Dr. Erin Miles will lead participants through the strategic planning process with a focus on growth of the company. In particular, she identifies how to understand your competitive environment, industry trends, and core competencies and use this information to plan for growth and business sustainability.

Professional Selling

Dr. Shannon Cummins covers the essential behaviors of highly successful salespeople. In this webinar, you will learn how a better understanding of yourself and your customer allows you to sell products and services that customers want.

Managing Your Money with Metrics

Dr. Dale Eesley reviews key ratios for managing your business. He then demonstrates the power of knowing your numbers by showing five ways to improve profit and three ways to increase cash based on what can be learned from your financial data.

Human Resources—Keys to Building a Successful Business

Dr. Dale Eesley discusses the critical importance of hiring, incentivizing and retaining the right people. He shares insight on where to look for good people, hire them, and how to cultivate talent. He shows how having a strong set of values and a positive culture can lead to a high-performing workplace.

Building your Leadership and Entrepreneurial Skills

Dr. Gina Ligon reviews the essential elements of leadership that inspire and motivate individuals to perform at a high level. She focuses on who effective leaders empower employees to take ownership of their roles and encouraging them to be a source of innovation for the company.

Customer Relationship Management

Dr. Phani Tej Adidam discusses the importance of building relationships with customers via proper positioning, branding, and customer service. He shares insights on how to differentiate your product from your competitors. He will also offer ideas on how to develop and offer brand promise. Finally, he will discuss how having a customer-oriented mindset will lead to satisfaction and loyalty, and eventual profitability.

UNIVERSITY OF NEBRASKA OMAHA FACULTY

Dr. Gina Ligon, Director of Research and Development, UNO Center for Collaborative Science

Dr. Dale Eesley, Director, UNO Innovation, Entrepreneurship and Franchising Center

Dr. Phani Tej Adidam, Professor, Executive Management, UNO College of Business Administration

Dr. Shannon Cummins, Director, UNO Sales Center

Dr. Erin P. Miles, Associate Professor, Management, UNO College of Business Administration

FEES

Fees include content and electronic handouts for all required webinars for each participant.

GRADUATION

Graduates will receive a Certificate of Completion from the University of Nebraska Omaha and Mountain Plains Minority Supplier Development Council.



FOR MORE INFORMATION

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