



Led By Us & Associates

1123 Main Street
Bridgeport, CT 06604

WIBO Bridgeport

WIBO's mission is to enable small business owners and budding entrepreneurs from underserved communities to obtain financial success by starting, operating, and building successful businesses that develop economic power, provide jobs, and improve communities.

WIBO helps bring business ideas to life through a 10-week “**How to Build a Growing Profitable Business**” workshop. For 10 weeks participants will be learning and putting into action the steps to start their business or improve an existing business. Participants in the WIBO 10-week or 16-Week Workshop gain a solid foundation to start and grow a profitable business.

Discussion Group Leader:

As the Discussion Group Leader you are the SME (Subject Matter Expert) brought in to help guide participants through their assignment of the week. The DL role is to create an environment of productive, challenging and thought provoking conversation around a particular topic/ case study. Participants should leave feeling motivated and inspired.

- Three- hour- DL will lead the 2nd half of session 7:30-9:00pm
- 1 ½ hour homework discussion / 1 ½ hour new topic discussion
- Highly participatory
- Case study based discussion
- Location: All Sessions are conducted via ZOOM
- DL will be provides course materials which includes visual and audio case studies
- All DL's will have an orientation session

QUALIFICATIONS

Must be a subject matter expert within your profession/industry

EDUCATION and/or EXPERIENCE

Mentoring and coaching a diverse audience. Preferably with an entrepreneurial background.

WIBO Weekly Discussion Topics

Course Topics	Date & Time
1. Getting the Facts: Market Research	03/23/2021 (Tue. 7:30pm - 9:00pm)
2. Identifying Your Target Market: The Message	03/30/2021 (Tue. 7:30pm - 9:00pm)
3. Promoting Your Business: The Marketing Campaign	04/06/2021 (Tue. 7:30pm - 9:00pm)
4. Searching for Customers: Prospecting	04/13/2021 (Tue. 7:30pm - 9:00pm)
5. Helping People Buy: Sales	04/20/2021 (Tue. 7:30pm - 9:00pm)
6. Making a profit : Pricing Strategy (DL will lead all 3 financial sessions)	04/27/2021 (Tue. 6:00pm - 9:00pm)
7. Making a Profit: Financial Decision making (DL will lead all 3 financial sessions)	05/04/2021 (Tue. 6:00pm - 9:00pm)
8. Making a Profit: Return on Investment (DL will lead all 3 financial sessions)	05/11/2021 (Tue. 6:00pm - 9:00pm)
9. Bootstrapping Your Business	05/18/2021 (Tue. 7:30pm - 9:00pm)
10. Building Your E-Commerce Platform	05/25/2021 (Tue. 7:30pm - 9:00pm)

All interested Subject Matters Experts should directly reach out to Natalie Pryce and schedule a Zoom meeting please note subject line **WIBO DL** via email Natalie.Pryce@ledbyusct.com.