UW-MADISON SBDC
SPRING 2021 CLASS CATALOG

For more information & to register visit: go.wisc.edu/sbdc-calendar
OR call 262-3909

Wisconsin Small Business Development Center

Working Across Industries to help you START, MANAGE, & GROW

CARES Act Dollars Supporting You
Free COVID Response Guide Helps You Plan
SEVEN new courses! TWO NEW WEBINARS!

AGRICULTURE, FORESTRY, FISHING & HUNTING
MINING
UTILITIES
CONSTRUCTION
MANUFACTURING
WHOLESALE TRADE
RETAIL
TRANSPORTATION & WAREHOUSING
INFORMATION
FINANCE & INSURANCE
REAL ESTATE RENTAL & LEASING
PROFESSIONAL SERVICES
HEALTH CARE & SOCIAL ASSISTANCE
PUBLIC ADMINISTRATION
OUR SPRING CLASSES WILL BE ONLINE

For Spring 2021, we will be hosting two primary types of online experiences. Both formats (unless otherwise noted) happen in real time from anywhere that you can access the internet, and they enable you to see the instructor, hear the information, and ask questions.

1. WEBINARS are shorter presentations from a content expert on a topic. These are around an hour in length and allow time for questions. Given their length, webinars focus on a narrow topic or a broad overview of a subject, and they have limited interactive elements.

2. LIVE, VIRTUAL COURSES dive deeper into topic (often between two hours and a full day in length) and have a format that more closely mirrors an in-person class. Our live, virtual classes:
   - Are taught by the same expert instructors that you would meet in person - and draw from the expertise of our 40 years of helping business owners!
   - Bring a community learning feel to the online setting. Everyone keeps their cameras on, and there are often multiple interactive elements to help you learn the content through workbooks, self-reflection, future professional development planning, and more.
   - Often have small-group opportunities to work with your classmates - no masks required!
   - To reduce screen fatigue, we have included breaks in our virtual courses that allow you to step away from your computer, grab a snack, or take a brief walk. For some courses, we have also:
     - Broken up the content over multiple days so that you can digest the information in smaller pieces.
     - Created a brief worksheet or activity ahead of time so that you can better engage with the instructor and your classmates during the course.

FREE Covid Response Guide

COVID-19 has been a tremendous disruption to businesses large and small. It is clear that change - more than usual - will be the constant for a while, so how will you adapt? Sign up to receive our free COVID response guide, Navigating the New Normal. We created this guide based on our 40 years of experience working with small businesses to help you reflect, re-evaluate, and refocus your thinking to create a plan for your business moving forward - as many pivots as that may take!

*Note: Since the Guide focuses on future business planning, Section 3 (Refocus) aligns well with two of our upcoming courses: Buy, Build or Sell: Deciding the Next Steps for Your Business and Connecting the Dots to Align Your Business Strategy. Completing the guide before taking either of these courses would be excellent (though not required) complementary material!

LESSONS LEARNED from Our Clients

designCraft Advertising

designCraft Advertising is a full-service advertising agency in Madison, Wisconsin, focused on small to mid-sized businesses and nonprofits. designCraft works to create effective ad materials, demonstrate strong return on investment, and help consumers make wise and satisfying decisions.

"Steady, transparent leadership matters to us all. The SBDC has provided me with management tools and insights that were always helpful but have proven essential in navigating 2020.

We practice what we call “advertising with a conscience." We are fortunate to work with vital nonprofits and inspired small businesses. It’s heartening to look around and see that the advertising we do for these organizations contributes to so much good."

Yvette Jones
President/Creative Director

Thank You
to our partners for their support of the SBDC:
START
YOUR BUSINESS SUCCESSFULLY

FREE ONLINE COURSE
First Steps to Starting Your Business
You can take the first steps to starting your business anytime, anywhere with our interactive online course. In this course, you will explore the entrepreneurial mindset; self-assess your personal characteristics, financial readiness, business idea; and understand your next steps.
Access online any time, anywhere for free at: firststeps.sbdc.wisc.edu

NEW COURSE
Biz Smart Sprint
Biz Smart Sprint provides you with the building blocks you need to jump into the world of entrepreneurship. In this live, virtual 6-week course, you will discover the key components you need to start a business, including the Business Model Canvas business planning tool, understanding your customers and market, developing a marketing strategy, legal and operational considerations, and financial basics. In addition to the program content, you'll receive client access to GrowthWheel, an online platform that provides you with tools designed by an entrepreneur and used worldwide. These tools enable you to see a 360-degree view of your business and to break down business decision-making into smaller pieces – brick by brick.
February 11 - March 18; Thursdays, 4:00-6:00 pm • $249
SBDC Staff

LESSONS LEARNED from Our Clients
Jump! Coffee

“To aspiring business owners: Start. Do your best to frame out your idea and a path to get it off the ground, even in some small way. Don’t worry that you don’t have all of the answers right now. You’ll figure things out along the way if you’re willing to get your hands dirty and stay engaged and open to change.

The most important lesson I learned, early on, is to think about the business in a bigger way - not just our existing markets, and maybe not just our existing products. This has already paid off for us, and I’m convinced this frame of mind will be instrumental to our success in the long term.

Our [SBDC] consultant also provided encouragement and the confidence that we were on the right track early on. Knowing what to worry about and what not to worry about (yet) was very helpful!

Finally, learn to set your ego aside. Your friends may be buying lake houses and new cars while you’re scraping up money to keep your business growing. The business lessons and personal growth that have come with starting and growing Jump! have been worth more to me than any purchase could have been.”
Sean McCormick, Founder & CEO

HOW THE CARES ACT Supports You

The Coronavirus Aid, Relief, and Economic Security (CARES) Act was passed by Congress for the purpose of providing targeted recovery relief. In addition to the Paycheck Protection Program (PPP) and Economic Injury Disaster Loan (EIDL), the CARES Act provides funding in Section 1103 for entrepreneurial development.

It is through this funding that we are able to offer certain classes or partial classes - as well as Navigating the New Normal, our COVID Response Guide - to you at no cost. Continue to visit our Upcoming Classes site to see if additional opportunities have been added.

LESSONS LEARNED from Our Clients
Node-U-Design

Node-U-Design makes automation hardware easier and faster to implement in order to increase the productivity of humans and machines. Node-U-Design’s configurable control modules help reduce the cost of labor and materials needed to implement automation on the manufacturing floor while increasing speed and precision.

How do you stay motivated in your business during difficult times? During difficult times, you must step back and review where you started and where you are going. Reflecting provides scale to the difficult times.

What is one tip you would provide for new or aspiring business owners? Start! A better time will not come.

What is something you are proud of this year? We were invited into the gBETA IIoT [part of a nationally ranked startup accelerator, gener8tor], a program that led us to several opportunities for growth.

What is a business lesson have you learned or been reminded of this year? Do not let off the gas! At the beginning of COVID our business was slow. Rather than worry about the lack of business, we invested heavily in our product line, team, and processes. Doing so opened up more opportunities!

Matt Moseman & Cody Elsing
Co-Founders

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**NEW COURSE**

**Understanding and Growing your Investment: Building Value in your Business**

The best time to add value to your business is before you are ready to sell it. If you're experiencing slow business due to COVID-19, you can use that time to add value through both quantitative and qualitative measures like implementing technology, documenting systems and processes, and working on employee retention. This class will help you understand how businesses are valued and what you can do to increase the long-term value of your business.

*March 23 & 24, 9:00 - 11:00 am*  •  *$139*

*Jane Tereba*

**NEW COURSE**

**Buy, Build or Sell: Deciding the Next Steps for your Business**

While there is no crystal ball that can tell you whether it's time to buy a business, build your own brand or sell/close, there are ways to monitor the financial performance of your company that can help guide your decisions. This class will help you understand how to analyze your business' financial performance, and give you some qualitative factors to consider when making decisions regarding your investment in your business.

*April 21, 9:00 - 11:00 am*  •  *$99*

*Jane Tereba*

**Note:** This course content aligns well with section 3 (REFOCUS) of our Navigating the New Normal Guide. See info box about our Free COVID Response Guide for additional information.

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**NEW COURSE**

**Connecting the Dots to Align Your Business Strategy**

Create a clear picture for decision-making and goal achievement in your business for 2021. In this 2-hour virtual group workshop, you will explore purpose, goals, alignment, your story, and the benefits of visualizing them. Once the session is complete, you'll have your own Constellation as a focus for 2021 and direction on how to update it on your own or with your team.

*Note: This course content aligns well with section 3 (REFOCUS) of our Navigating the New Normal COVID Response Guide. See info box about our Free COVID Response Guide for additional information.*

*March 5, 9:30 - 11:30 am*  •  *NO COST*

*Jane Tereba*

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**NEW COURSE**

**The Freelance Economy**

This webinar is for both freelancers and small businesses and focuses on the exploding work-from-home culture. It describes how to capitalize on this opportunity using online freelance sites like Upwork and Fiverr. Individuals learn how to launch and grow freelance careers, while small businesses learn how to grow by using sourced labor and assistance from around the globe. The webinar is accompanied by downloadable notes.

*February 9, noon - 1:00 pm*  •  *NO COST*

*Kim Merritt*

**NEW COURSE**

**Hire Badgers: Bringing Two-Way Value to a Student Work Experience**

If you've ever wondered about hiring a UW-Madison student, this session is for you! We'll discuss the differences between the Work-Study Program and student internship opportunities and help you think through how to make the experience successful for both you and the student.

*March 4, 8:30 - 10:30 am*  •  *NO COST*

*Heather Ferguson, Brett Jones, Kristina Rittel*

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*April 21, 9:00 - 11:00 am*  •  *$99*

*Jane Tereba*

**The course offered good perspective on cultivating awareness of how my decisions and behavior impact other team members.**

*Jason Gates*

Launch into Leadership Participant

Estimating Manager, Paul Davis of South Central WI
GROW YOUR LEADERS

SERIES: LEARNING TO LEAD
Effective leadership is crucial to the success of any organization. Yet skilled individual contributors are often promoted without formal training in supervision and leadership - and there can be a lot to learn! This series helps supervisors understand leadership fundamentals to ease the transition from worker to leader, HR basics to provide awareness of laws and key policies, and the basics of effective communication and delegation of tasks. Series of four for $948 - a savings of 15%!

Launch into Leadership
This class is ideal for emerging and aspiring leaders, as well as newly promoted supervisors. You will learn common mistakes new supervisors make and how to avoid them, what mindset changes are necessary to move from a “doer” to a manager, and the fundamental skills supervisors need to be successful. This course is being offered over multiple days to foster a cohort feel among participants and break up the material into bite-sized pieces.
February 22 - 25, 9:30 - 11:30 am  •  $269
Sarah Smyrk

HR Basics for Non-HR Professionals
(See course description on page 6)
March 2 & 3, 8:30 - 11:45 am  •  $269
Karen Bender

Communication and Delegation Skills
Using the DISC Profile
When working with a team, understanding is often lost between different communication styles and assumptions. This is especially true when we are managing a virtual team. In this course, you will learn common causes of communication breakdowns when interacting with your team and the actions you can take to reduce or eliminate these breakdowns. By taking the DISC profile assessment, you will better understand your communication style and how to use it effectively when interacting with others. Finally, you will learn the conditions and steps necessary for successful delegation and strategies for overcoming common barriers – including the challenges of delegating in a virtual environment.
March 15 - 17, 13:00 - 4:00 pm  •  $309
(Includes DISC profile) Jeff Russell

Positive Power Plays: Skills for Conflict and Negotiation
All leaders must navigate conflict within their work. However, conflict can serve as a tool to bring different viewpoints to the surface, increase creativity, and allow the team to develop win-win resolutions. In this course, you will learn listening strategies, emotion management, anger resolution techniques, steps to planning a negotiation conversation, the 5 different conflict styles, and how to use the 4 stages of conflict resolution for any situation.
April 8 - 10, 10:00 am - 3:30 pm  •  $269
Jeff Russell

SERIES: CULTIVATE YOUR TEAMS’ PRODUCTIVITY IN THE TIME OF COVID
When COVID-19 began, many teams made a quick, logistical transition to remote work. Now that COVID continues, many leaders are looking for additional ways to enhance resilience, grow team motivation, and delegate and coordinate work - all online and in an environment of continued uncertainty. In this series, leaders can hear various perspectives on these topics build a toolkit to support their team - wherever the work takes place. We also recommend taking the Time and Self-Management Course - at no cost - as a nice accompaniment!
April 20, 8:30 am - 4:00 pm  •  $269
Patricia Clason

SBDC LEADERSHIP courses are ideal for aspiring and emerging leaders as they move into new roles or take on additional responsibilities. Our spring leadership courses can be taken alone or as part of a themed series.

NEW COURSE
Managing Remote Teams
COVID stretches on, many teams who were able to start working remotely have solved the immediate challenges of how to move online. Yet now that the remote work environment has become more than a stop-gap measure, managers need to start thinking more intentionally about what managing remotely means, including: actions for building strong one-on-one relationships despite the physical distances, strategies for building a sense of team and community when the team rarely or is unable to be physically in the same room at the same time, and managing employee performance at a distance.
March 8 - 10, 10:00 am - 3:30 pm  •  $269
Jeff Russell

NEW COURSE
Building Resilience in Stressful Times
As leaders who serve on the front lines of our businesses and professions, stress and adversity come with the territory. It’s how we recover and navigate temporary challenges that will determine how we bounce back and move ahead towards retaining individual, company or organizational goals. This online session explores the tenants of resiliency and provides leaders with tools - such as values-based planning, strength-based leadership, preventing burnout, and more - that will enable them to develop mental toughness in order to cope and adapt when faced with major or minor obstacles.
April 5 - 7, 1:30 - 3:30 pm  •  $180
Aisha Thomas
Fee: Free 2-hour session (CARES Act funding) on April 5; $180 for remaining two sessions

NEW COURSE
When Every Day Feels Like Monday: Motivating Yourself & Others in Uncertain Times
Motivation is a key success factor in the workplace, yet the challenges of uncertain times can impact our productivity, focus, energy, and optimism. In this 5-part virtual workshop series, you will learn foundations of the neuroscience of human motivation, develop strategies for effectively dealing with low motivation in yourself and your team, identify ways to maximize personal motivators and develop an accountability and growth mindset, improve your ability to get things done, and leave with a personal toolbox of tips and techniques for motivating and inspiring yourself and others through the changing times ahead!
April 27 – 29, 9:00 - 10:30 am  •  $180
Tracy Nelson & Jon Zulawski
Fee: Free 2-hour session (CARES Act funding) on April 27; $180 for remaining two sessions

NEW COURSE
Staying on Track: Time and Self Management
In a world of social, health, emotional, and political distractions, attention is a valuable resource. In this course, you will learn key insights into the art of self-management and the key factors that directly influence how you manage your time and attention. Topics include: common time/management challenges and how to overcome them, prioritizing tasks, common time stealers, and more. You will leave this session with a set of tools and approaches for restoring sanity to your work and a thoughtful plan for making this happen.
May 10 - 12, 9:30 am - noon
No fee (CARES Act funding)
Jeff Russell

Take all three courses for $555 - a savings of 15%!
The SHRM Learning System® for CP/SCP® Certification Preparation Course - Online!

Prepare for your HR certification: SHRM Certified Professional (SHRM-CP™) and SHRM Senior Certified Professional (SHRM-SCP™). Includes SHRM Learning Materials, including online assessments and reviews. With our online course, you'll benefit from live instruction from a SHRM-certified instructor, interaction with peers, and an online portal of resources and practice tests to help you prepare with confidence - from wherever you are!

$1250 (SHRM Local & Nat’l members)
$1300 (Nat’l SHRM members)
$1350 (Local SHRM members)
$1400 (Non-SHRM members)

Online: Tuesdays & Wednesdays
February 16 - April 28, 6:00 - 7:30 pm
Judy Peirick, Summer Rector, and Andrea Cooper

WodBottom

CrossFit enthusiasts Than and Emily Ruyle hit upon the perfect product to sell online to their customers in 2016. What started as a company that sold silicone wedding bands pivoted early on to settle on shorts as their main product.

Their clever, creative patterns keep customers coming back: “When thinking about new designs, we like to think about how we can make them ‘extra,’” Emily says. “...We created conversation pieces that got people excited and raving about us, like a T-Rex unicorn with rainbow hair lifting weights.”

As WodBottom took off, Emily found Michelle Somes-Booher at the SBDC, who gave the Ruyles actionable projects to bolster their business operations.

“She really helped us have a bigger picture of WodBottom,” says Emily. “It helped us step back, analyze, and make the best decisions for the business... It’s night and day between how we started and where we are now, even,” she says. “We’ll be even better and more well-oiled five years from now, with Michelle’s guidance.”

WANT TO LEARN FROM EMILY?
Attend her January webinar, and read the full WodBottom success story here!