



**Created and Facilitated by Women —
for Women Business Owners!**

The only program in Iowa focused solely on women
who own established businesses.

NAWBO IOWA LAUNCHES SECOND YEAR OF BUSINESS INSTITUTE

The NAWBO Iowa Business Institute is a 7-month program for women business owners (WBOs), focused on the ultimate goal of business growth by enhancing business skills, building like-minded connections, and receiving education through engagement. The program will create a safe and confidential environment for open discussion and relationship building, and provide the opportunity to incorporate business planning and goal-setting.

THE “MISSING MIDDLE”

Existing programs tend to focus on start-ups or businesses over \$1 million in revenue, but there is limited support specifically for businesses that are ready for the next level of growth — the “missing middle.” The Business Institute is for WBOs who own an established business that has not yet reached \$1 million in revenue, and meet the program criteria.

WBO APPLICANT CRITERIA

Owned business for at least one year

Annual revenues under \$1 million

May be sole proprietor or have employees

Any business can apply; however, NAWBO members will be given preference if applications exceed class sizes.

Applicants must commit to attending all sessions and sign a confidentiality agreement.

“Too often we spend our time working in our business instead of working on the business. It’s difficult to see your blind spots until you get other people’s feedback. During the Business Institute’s session on HR/Employment, I discovered a large blind spot in my employee manual, leaving my company with a large liability exposure risk. Because of the Business Institute I was able to tighten up my employee manual and place the company in a much better position to dispute and win an unemployment claim.” – Alicia Shaul, Owner, Shaul & Associates, 2020 Business Institute class

“Investing in NAWBO Iowa’s Business Institute has been an incredible experience for me. Every session was a great opportunity to network with like-minded women business owners by creating synergy and learning from each other. I highly recommend the Business Institute.”

– Karla Rendall, Owner, Farmers Insurance Agency, 2020 Business Institute class

THE BUSINESS INSTITUTE PROGRAM

TIME FRAME & LOCATION

January – July 2022

Meetings first Wednesday of the month

1:00 – 5:00 pm

West 48, West Des Moines

All classes are scheduled to meet in-person. However, we will stay flexible with the potential of virtual meetings based on CDC guidelines related to any resurgence in the COVID-19 pandemic.

SESSION STRUCTURE

1:00 – 2:30

Presentations on the topic by subject matter experts

2:30 – 4:30

BusinessMinds discussion with class, led by facilitator

Work on business growth plan, aligned with session topic

4:30 – 5:00

Networking time with activity

TOPICS BY SESSION (topic order may change)

1. **Overview & Vision/Mission:** Creating growth action plan for your business, understanding your audiences, setting goals, and creating vision/mission statements
2. **Human Resources or Contract Vendors:** Staffing or independent contractors, agreements/manuals, engagement and management
3. **Operations:** Business processes/efficiencies, technology/security
4. **Financials & Growth:** Financial statements, priorities, budget, and metrics/measures
5. **Marketing & Sales:** Branding, market research, marketing and digital communications, sales cycle
6. **Leadership:** Creating company culture, work/life balance, taking care of you
7. **Holistic Wrap-Up and Presentation of Business Growth Action Plans**

QUESTIONS?

Have additional questions? Or want to know how you can support the Institute by being a sponsor? Contact the Business Institute Director/Facilitator:

Tamara Kenworthy | tamara@on-pointstrategies.com • 515-314-6568



PROGRAM DETAILS

The Business Institute will be led by highly-respected facilitator and NAWBO Iowa member:

**Tamara Kenworthy, MBA,
President, On Point Strategies, LLC**



Tuition cost:

Covers all programming, materials, afternoon snacks/drinks.

NAWBO Iowa members:

\$1,000 / person

Non-members:

\$1,250 / person

If a non-member joins NAWBO Iowa by the class completion date, her first-year dues will be discounted \$100.

We will strive to have a variety of business and industry types in each class, and no direct competitors, so WBOs can talk openly and honestly.

TO APPLY

Visit nawboiowa.org/businessinstitute and complete the online application.

Deadline is **November 22, 2021**.