



SUPPORTING  
WOMEN ENTREPRENEURS  
IN BC



# Access Free SMART Programs

## On-Demand Learning + Personalized Support for Women Entrepreneurs

WeBC has helped women boost their business skills for three decades. Now, we're pleased to offer SMART Programs to help women entrepreneurs across Canada to develop their business skills on their own schedule.

With our SMART Programs, you can expand your knowledge on topics like Human Resources, Financials, Operations and Marketing through self-paced learning, plus gain wrap-around support through advisory services.

Thanks to the Government of Canada's Women Entrepreneurship Strategy, access to our On-Demand platform is currently free!

### With your SMART Program registration, you receive:



#### SKILLS DEVELOPMENT

Access your module on the WeBC On-Demand Learning Platform.



#### ACTION PLANNER

Use a downloadable workbook to apply the learning to your own business.



#### PERSONALIZED SUPPORT

Receive one-on-one guidance from a Business Advisor.

SMART Programs are open to women and non-binary entrepreneurs across Canada and are available in both English and French.

WeBC is supported by Pacific Economic Development Canada  
The SMART Program is funded by the Government of Canada's Women Entrepreneurship Strategy





**NOW AVAILABLE**

## **HR for Small Business: How to Hire, Retain & Lead Your Team**

With the right team, you can foster a positive workplace, improve service quality, reduce training expenses, and focus on your business growth. Learn how to attract and retain top talent through case studies, communication exercises, and culture-building techniques.

## **Financial Fitness: Keep Your Business Financially Healthy**

When your business is financially healthy, many other aspects of your business become stronger. This course contains the tools, tips, and resources you need to help you feel in control of your finances and set your business up for success!

## **Strategic Marketing: Build a Marketing Plan for Your Small Business**

Work through the six keys and seven steps of effective marketing. By the end, you'll have a cohesive strategy that will help you make better marketing decisions that maximize your time and budget.

## **Mastering Business Operations: Align Goals, Processes and People for Growth**

Learn the fundamental strategies behind setting up your business operations. Using the Business Operations Framework as a guide, you'll learn how to ensure that your team and stakeholders are on the same page, your processes are documented, and everyone is set up to work towards your business goals.

## **Step-by-Step Market Research: Build a Viable Business**

Whether you're launching a new business, expanding your product line, or applying for a loan, this self-paced course will walk you through the process of conducting market research using exercises and examples so you can make informed decisions and build a viable business.



**Learn more and enroll free at [go.we-bc.ca/SMART](https://go.we-bc.ca/SMART)**