



CWC BUSINESS LEADERSHIP

GREATER**CWC** Chamber & Visitor Programs

The eight weekly sessions for Cohort 2023-01 will begin Wednesday, January 18, 2023 until March 8, 2023. Graduation will take place March 28, 2023.

All classes take place at the Greater CWC Chamber Office - Lowell C. Spires Training Room each Wednesday. Class begins at 4:00 pm and ends at 6:00 pm.

Class Topics Include:

- Leadership Development: Maintaining Your A-Game
- Recruitment and Retention
- Business Tax Strategies
- Promoting Your Business & Social Media
- Customer Acquisition: Sales Strategies
- Business Technology (IT) & Security
- Banking & Budgeting
- Government & Grants

Each week's session will be led by a subject matter expert that consults businesses on these important issues each day. Presentations are designed to provide checklists and tools needed for success in each critical area.



COHORT 2023-01
Beginning January 2023