

# BUILD A BETTER BUSINESS PROGRAM

## BSB42518 CERTIFICATE IV IN SMALL BUSINESS MANAGEMENT

Toowoomba Regional Council has partnered with TAFE Queensland (RTO 0275) to deliver a training series of workshops and business mentoring to help small business owners and managers improve their business skills and build their business.

Through the Build a Better Business workshops and mentoring, expert business mentors will guide you through critical periods of business development and arm you with the knowledge, skills and confidence you need to clarify your ideas and move into the next stage of business growth. As part of this program, participants may be able to undertake a Certificate IV in Small Business Management (BSB42518).

### SMALL BUSINESS OWNERS

This program is aimed at small business owners or managers who would like to develop a plan to build their business, learn how to better manage their business operations, or improve their business skills.

Alternatively, this program is also aimed at those employees in a business who are being prepared to take over the business or take on more managerial duties.

### WHAT YOU WILL COVER

With the right mix of peer to peer support and hands-on training from your mentor who knows what it takes to grow a successful business, you will learn how to:

- upgrade your understanding of business finances and be empowered to improve business profitability
- improve, innovate and grow your business
- optimise your business with the latest online business planning
- create a practical, user-friendly business action plan, the must-have tool for your business
- develop an innovative digital marketing plan and grow your connection with customers
- create new actionable ideas and grow your small business
- discover your customers in an entirely new way
- find focus with productivity tools and techniques
- reduce your stress by actioning a business improvement audit on your business
- upgrade your mindset and be empowered as a purposeful leader in business.

### ENTRY REQUIREMENTS

Participants must:

- reside within the Toowoomba Region
- be an owner or manager of a small business located within the Toowoomba Region
- be committed to attend and participate in all workshops and mentoring sessions
- have at least 12 months experience in owning or managing a business, or being prepared to do so. Participants will be subject to an interview and selection criteria to ensure they have the background and experience to participate in this program
- additional eligibility criteria may apply to access Queensland Government funding
- spaces in this program will be allocated based on availability.

### DELIVERY

Participants can choose from one of two delivery options:

#### Group mentoring sessions (based in Toowoomba):

- Four (4) three-hour group mentoring workshops
- Online learning, support and networking
- 2 hours of one-on-one mentoring to assist with the implementation of your business action plan

#### One-on-one delivery sessions (online):

- Five (5) half-hour face-to-face sessions
- Online learning, support and networking

### COST

**\$150.** Course costs are subsidised by Toowoomba Regional Council in partnership with TAFE Queensland. Costs are subject to funding eligibility.

### KEY DATES

**Expressions of interest close:** 19 November 2021

**Successful participants notified:** 1 December 2021

**Workshops commence:** December 2021

**Workshops conclude:** March 2021

Workshop dates and times are flexible to meet individual needs and will be confirmed at enrolment.

### LEARN MORE

📞 1300 40 60 80

🌐 [business.tafeqld.edu.au](https://business.tafeqld.edu.au)

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