

<b>Program Name</b>	<b>Business Skills</b>
<b>Level</b>	N/A
<b>Pre-Requisite(s)</b>	N/A
<b>Recommended WEI Programs To Have Completed Prior to Starting this Program</b>	N/A
<b>Total Hours</b>	40
<b><i>Standard Topics</i></b>	Minimum 32 hours
<b><i>Interchangeable Topics</i></b>	Maximum 8 hours
<b>Description</b>	This program has been developed for small to medium-sized businesses and provides you with an overview and understanding of how to grow a strong and profitable business. This is achieved by priming your business, strategically positioning your company, and then developing a strategy that focuses on optimizing profit through pricing, creating a marketing strategy, and assessing priorities for business growth.

**Learning Outcomes (based on standardized content):**

- Define the organization's strategic position
- Complete a SWOT analysis
- Identify at least five guiding principles
- Define the positioning statement
- Identify the key components of a safety culture for the business
- List the key elements of a strategic plan
- Determine key business goals for the period defined by the strategic plan
- Define the features and benefits of the product/service offerings
- Identify the main components of a promotional strategy
- Explain fundamental pricing terminology
- Formulate a product/service pricing structure that optimizes profit
- Assess short, medium and long-term priorities for business growth
- Develop a two-year action plan for business growth

**Standard Topics (minimum 32 hours):** (all of this content must be delivered as a part of this program)

- Strategic positioning
- Guiding principles
- Strategic planning fundamentals
- Determining business goals
- Defining products/services
- Promoting products/services
- Pricing for profit
- Developing an action plan

**Interchangeable Topics (maximum 8 hours):** (choose from the topics in this list to complete the non- standardized portion of the program)

- Project planning cycle
- Team building
- Successful bidding and tendering