

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration

# Women Veteran Business Accelerator, 2019

## Summary

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LiftFund is proud to announce its 2<sup>nd</sup> annual Women Veteran Business Accelerator hosted by the Women Veteran Entrepreneurship Training (WVET) program in partnership with the SBA. The 7-week program will run from February 26 - April 9, 2019, and will focus on the following topics:

- Professional & Personal Development
- Capacity Building
- Communication & Networking
- Finance
- Leadership
- Marketing

Throughout the program, participants will take part in a combination of expert-led workshops and peer-to-peer discussions all designed to help them improve their business processes and set a solid foundation for growth. Through networking with other veteran and spouse owned small businesses, participants will develop a solid support system and the opportunity to leverage marketing through partnerships to grow their businesses.

## Target Audience

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This program is designed for the primary benefit of women veterans and spouses of veterans who own and operate a small business in the state of Texas. We consider a veteran anyone who has honorably served in the US military, regardless of the length of service.

Requirements:

- Must be the active business owner (50%+)
- Business must be in operations and making sales
- Must be committed to growth
- Must be able to attend and actively participate in at least 11 of the 13 sessions

Find the application [HERE \(www.liftfund.com/wvet\)](http://www.liftfund.com/wvet)

After registering, you will receive a confirmation email containing information about joining the webinar. To participate in the webinar, you will need a computer with speakers and an internet connection. No special software to download is required.

For more information about the Women Veteran Entrepreneurship Training Accelerator program, call 817.266.4095 or email Lisa Williams at [write2lcw@gmail.com](mailto:write2lcw@gmail.com).

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## Schedule

<b>Date</b>	<b>Time</b>	<b>Topic</b>	<b>Agenda</b>
Tuesday, Feb. 26th	9:00- 10:30am	Welcome, Overview, Setting the Foundation	Welcome Remarks, Introductions, WVET Overview, Virtual Learning Demonstration, Expectations, and Q & A.
Thursday, Feb. 28th	9:00- 10:30am	<b>Leadership</b>  Strategic Planning and Goal Setting	Participants will learn how to open lines of connection across their leadership team to generate ideas, set goals and along with the process for developing a strategic plan.
Tuesday, March 5th	9:00- 10:30am	<b>Finances</b>  Insurance/Protection- What You Need to Know	Participants will learn business insurance terms, definitions and the basics about how best to protect their assets.
Thursday, March 7th	9:00- 10:30am	<b>Professional/Personal Development</b>  Self-care	Participants will learn three essential components of self-care that will aid in setting personal and professional boundaries, creating a mindset that welcomes both personal and business opportunities and challenges. Also, they will learn how to customize a daily morning ritual to reduce stress while building mental and physical strength.
Tuesday, March 12th	9:00- 10:30am	<b>Capacity Building</b>  The Legality of Business Ownership	Participants will explore and focus their attention on some legal issues commonly encountered in the business environment. Not legal advice.
Thursday, March 14th	9:00-10:30 am	<b>Marketing</b>	Participants will learn how to leverage social media to produce clients and revenue.

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		Building a Social Media Marketing Strategy	
Tuesday, March 19th	9:00-10:30 am	<b>Communication</b>  Written Communications	Participants will learn to write business emails, summaries and how to critique and edit their current business/strategic plan.
Thursday, March 21st	9:00-10:30 am	<b>Communication &amp; Personal Development</b>  Owning Your Story *Networking mixer	Participants will practice sharing their personal and business stories to better understand how the world interprets them.
Tuesday, March 26th	9:00-10:30am	<b>Finance</b>  Access to Capital	Participants will learn what is required to access business funding and maintain a healthy financial posture.
Thursday, March 28th	9:00-10:30am	<b>Finance</b>  Personal Financial Health	Participants will learn about personal finances and how to keep it separated from their business finances.
Tuesday, April 2nd	9:00-10:30 am	<b>Capacity Building</b>  Developing/evaluating the Business Concept, Vision and Mission Statement.	Participants will learn to grow their business according to their business, vision, and mission statements.
Thursday, April 4th	9:00-10:30 am	<b>Leadership</b>  Change Management	Participants will learn the concept of change management and how it guides how we prepare, equip and support individuals to successfully adopt a change in order to drive organizational success and sustainment outcomes.

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Tuesday, April 9th	9:00-10:30 am	<b>Leadership</b>  The Power of Authentic Leadership	Participants will learn how to build trust and creating a diverse and inclusive workforce.