

# Essential Skills to Build Your Business Series



**Interested in getting your food product into retail or expanding your market? Want to grow your business? This five-part virtual learning series will deliver essential building blocks valuable to the growth of any business.**

## **Webinar Series Begins Sept. 18, 2024**

**Webinars run over five consecutive Wednesdays from 11:00 AM to 12:00 PM CDT**

September 18 – **Communicating With Confidence** – Jessica Dumas, Speaking Up!  
Speaker Training

Presentation skills are key to connecting and engaging with your audience. Jessica Dumas, professional speaker, coach, and host of The Confidence and Communications Podcast and Speaking Up with Jessica Dumas on NCI FM, helps you speak confidently in front of an audience. Learn practical tips for writing effective presentations, mastering your body language, and captivating your audience.

September 25 – **Mastering Negotiation** – Joanne Zuk, Joanne Zuk Leadership and Strategy

Negotiation is a critical skill for success in any business, yet entrepreneurs face unique challenges when it comes to confidently stepping into negotiation situations. This webinar is designed specifically for those who want to learn how to use negotiation skills with ease, leveraging them to optimize and grow their businesses. You will walk away with a clear roadmap of the negotiation process, insights into personal blind spots that may be holding you back, and practical tips for overcoming fear and building confidence in negotiation.

October 2 – **How to Build a Thriving Brand** – Hannah Wheeler, Zap Branding

In this webinar, participants will learn how to build a thriving brand. For the past 11 years, Hannah and her team have worked with over 100 clients on their brands and have gained experience and insight into what makes a brand thrive, survive, or fail. The branding framework she has created is called the Thriving Brand Method©. Hannah will take you inside her agency method she uses to develop or transform brands from the inside out. You will come away with a Thriving Brand Map© to set you on a path to build a thriving brand.

October 9 – **Nine Essential Things You Need to Build Relationships and Get into Retail** – Jeff Fidyk, Manitoba Agriculture

This webinar will provide easy-to-learn practical tips for how you can build relationships with grocery store operators and managers to ultimately increase the productivity of your sales calls, increase your retail penetration, and revenue.

October 16 – **Craft your Elevator Pitch, Make Crucial Connections** – Cate Friesen, The Story Source

Build valuable pitching and networking skills to make the most out of events and meetings with clients, investors, and collaborators. In this session, you'll learn how to communicate value, build trust, and illustrate your unique sales proposition. You will be introduced to two powerful tools to communicate your brand story and develop an elevator pitch that can open doors for your business or organization.

November 5 – **Pitch Event**

The webinar series will conclude with an **optional** pitch competition event giving participants the opportunity to pitch their food product, get valuable feedback, and win a \$1,500 award toward product and market development services.

\*The pitch competition is not required to register for the webinar series.

Cost for the Webinar Series only: **\$50 per person**

Cost for the Webinar Series and optional Pitch Event: **\$75 per person**

Contact the [Value Added Branch](#) for more information and register [here](#).

**Registration Deadline – Friday, September 13, 2024**