



MINORITY BUSINESS EXECUTIVE PROGRAM

Accelerating the growth of minority businesses
September 12-21, 2022

FOSTER
SCHOOL OF BUSINESS

UNIVERSITY of WASHINGTON



NMSDC
National Minority Supplier
Development Council





"This program was awesome, insightful, and impactful, bringing self-awareness to another level for me! I'm excited about planning for self-growth in leadership, and I am leaving here with confidence of my future leadership skills within my organization."

MARI BORRERO

CEO

American Abatement & Demo

WHY CHOOSE UNIVERSITY OF WASHINGTON?

The UW Foster School of Business consistently ranks among the top business schools in the U.S.A. The faculty research and publish studies on diversity in business issues ranging from minority entrepreneurship to multicultural marketing, and from managing diverse teams to the financing of minority and women-owned businesses.

The Minority Business Executive Program is supported by University of Washington Foster School of Business Executive Education and the Consulting and Business Development Center, in conjunction with the National Minority Supplier Development Council (NMSDC), corporations, and government partners.

BUILDING A DIVERSE SUPPLY CHAIN FOR TOMORROW'S ECONOMY

World-class training to accelerate the growth of MBEs

The Minority Business Executive Program grows leaders from organizations owned by people of color, women, veterans, disabled persons, and members of the LGBTQIA+ community. Taught by award-winning faculty at the University of Washington, participants will gain knowledge, skills, and a valuable network.

HIGHLIGHTS

- Two-week hybrid online and in-person program that starts with live online classes and ends with 3 days of in-person classes on the University of Washington campus in Seattle, home to a thriving global business community in the heart of one of the nation's leading tech hubs.
- Curriculum is optimized for business leaders of small to medium-sized companies that are suppliers to large enterprises.
- Engaging ways to learn: class lectures, interactive experiences, executive speakers, and peer discussions
- Curriculum covers numerous topics including change management, communications, negotiations, finance and accounting, leadership, and digital marketing strategy.

Participants learn to utilize financial tools to make better business decisions, develop strategic plans for growth and sustainability, identify new technologies to scale operations, market their products and services more effectively, explore strategies to access global markets, and develop their leadership acumen. They return to their businesses with enhanced knowledge, a renewed personal energy, and an invaluable network of fellow diverse business leaders.

In addition to classroom instruction, the program includes guest speakers and networking activities with corporate leaders and business owners who have transformed their companies into highly profitable ventures.

APPLY ONLINE AT [FOSTER.UW.EDU/MBEP](https://foster.uw.edu/mbep)



A CURRICULUM TAILORED FOR SUCCESS

The program combines lectures, discussions, guest speakers, panels, simulations, team exercises, and self-assessments.

UNDERSTANDING FINANCIAL STATEMENTS & BUSINESS PERFORMANCE EVALUATION	Learn to interpret accounting data for planning, decision-making, and financial reporting. Enhance your understanding of finance principles and practices, including cash flow analysis and capital budgeting, risk and return.
EFFECTIVE LEADERSHIP	Learn to apply successful leadership and decision-making models to develop your full potential as a leader. Develop critical leading and influencing skills necessary to sustain long-term organizational success through a combination of lecture, discussion, simulation, and self-assessment.
LEADING ORGANIZATIONAL CHANGE	Gain tools for diagnosing your work unit's current operational state, envision how to improve performance, and develop a plan to bring about the desired change.
DIGITAL MARKETING STRATEGY	Learn how to design a digital marketing strategy which can become part of your overall integrated marketing communication plan.
NEGOTIATION SKILLS	Enhance your skills across a broad spectrum of negotiation problems that are faced by employees and organizational leaders. Specifically, you will develop the necessary skills to discover optimal solutions to problems faced in negotiations, and the best means to implement those solutions.
IMPACTFUL COMMUNICATION	Poor or miscommunication in a workplace can often lead to frustration and a loss of productivity. In order to be a better communicator, it is important to first understand your own style and know what your tendencies might be. During this session, you will become more aware of your communication style, and learn some techniques to identify the styles of others. With this understanding, you will be able to craft and adjust your style to communicate more effectively.
WORKING IN TEAMS AND FOSTERING COLLABORATION	Leaders have a responsibility to create an environment where different ideas and perspectives are welcomed and valued. During this session, you will participate in a simulated exercise to perform as a team in high stress and time-constrained conditions to learn about not only yourself but also how to leverage your team's strengths when the pressure is on.
LEGAL ISSUES IN BUSINESS	In this interactive session with experienced panelists, you will gain useful knowledge and sound advice related to contracting, mergers and acquisitions, international business, business formation, and HR.
FACILITATED SESSIONS WITH PROGRAM SPONSORS AND ALUMNI	Learn first-hand what the sponsors of the program value from their suppliers. Hear from program alumni on how they are applying their learning from the program and get advice on how best to leverage class connections.

Please visit foster.uw.edu/mbep to see the schedule of activities and faculty profiles

TAKE THE NEXT STEP

PROGRAM DATES

September 12-21, 2022

PROGRAM FEE

\$4,950 USD

Program fee includes instruction, learning materials, meals during on-campus class sessions, and a Certificate of Completion from the University of Washington's Michael G. Foster School of Business. The program fee does not cover any travel expenses related to attending the in-person class sessions in Seattle, such as airfare, hotel, meals outside of what is provided during the program schedule, or ground transportation.

DEADLINE AND PAYMENT

August 22, 2022: Application deadline

Early application is recommended as space is limited.

Participants will be invoiced after acceptance into the program. The fee is payable in full at the time of registration.

Cancellations received within 30 days of the start of the program will receive a 100% refund. Cancellations received 15 to 29 days prior to the start of the program will receive a 50% refund. No refund will be paid if the cancellation is made within 14 days of the start of the program.

PARTICIPANT CRITERIA

• **Company ownership**

This program is designed for owners and senior leaders of businesses owned by individuals who are people of color, women, veterans, disabled persons, members of the LGBTQIA+ community, and other minority groups.

• **Annual revenue**

Businesses with at least \$500K in annual revenue will benefit most from the program. Prior participants have come from wide-ranging company types and sizes with annual revenues up to \$35 million.

• **Preparation and participation**

This program requires advance preparation and study, therefore early registration is highly encouraged. Assignments will be sent to participants prior to the program. In addition to live synchronous class time, there will be additional asynchronous sessions to be reviewed at your own pace prior to the live class sessions, and 3 days at the UW Seattle Campus. It is expected that participants will be free of other duties and will devote their full time during the course of the program.

APPLICATION CHECKLIST

Please have the following documents ready to include with the application:

- Resume
- Sponsor's information (unless self-sponsored)

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THANK YOU TO OUR PARTNER ORGANIZATIONS THAT PROVIDED SCHOLARSHIPS IN 2020 AND 2021:

