Better your business knowledge. One course at a time.



ENTERPRISE UNIVERSITY

PHOENIX | FALL 2019

Come See What's New With Enterprise University!

Enterprise University classes challenge and energize attendees with thought-provoking material from presenters who live what they're teaching. Our workshop format ensures you leave with knowledge that can be put to use immediately in bettering yourself and your business.

We've made a few enhancements to make your experience with Enterprise University better than ever, including:

- Shorter, two-hour courses
- Faster kiosk check-in
- Designated time for you to network

As always, courses are offered at no cost to you—and you do not need to be a client of Enterprise Bank & Trust to attend. You can sign up for one course, or as many courses as you'd like.

By attending a course, you become one of more than 18,000 professionals who have participated in Enterprise University since launching in 2003. Join our network by registering today. We look forward to seeing you this fall.

LOCATION: LOCATION: SCHEDULE

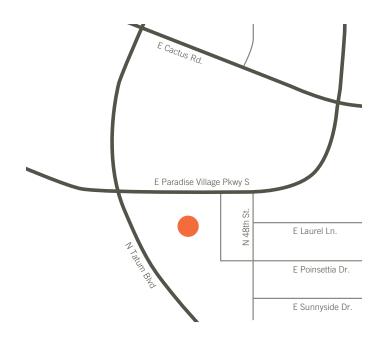
REGISTRATION

Enterprise University classes are offered at no cost. To register for one or more classes, please visit enterprisebank.com/eu.

Certificates of attendance are available upon request.

All classes will be held at the Arizona Small Business Association

11811 N Tatum Boulevard Suite P-120 Phoenix, AZ 85028



All classes begin at 8:30 a.m. and conclude by 10:30 a.m.

Check-in and continental breakfast begin at 8:00 a.m.

SEPTEMBER

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AUDIENCES

We have included audience markers to help you identify which classes will best fit your needs. Look for these markers above each course description.



COURSE DESCRIPTIONS

PHOENIX | ENTERPRISE UNIVERSITY

COURSES: FINANCE









OCT 09

TAKE CONTROL OF YOUR HEALTH CARE SPEND

Byron Shultz *Principal,* MJ Insurance

Do you need a solution to manage your company's health care spend? Attend this course and learn how to utilize data analytics to determine the most efficient way to transfer, mitigate, and prevent risk in your employee benefit program. Attendees will receive exclusive results from business leader survey.

- · Discover how to make decisions backed by data
- Align your strategy with your business initiatives
- Learn how to mitigate and prevent future cost drivers







NOV 19

THE RIGHT ENTITY, THE RIGHT TAX STRATEGY

Jonathan Bengel

Certified Tax Coach, Certified Tax Planner, IRS Enrolled Agent, JB Financial LLC

Learn the differences between a Corporation, LLC vs. S Corporation, and other tricky tax and legal lingo.

- · Understand the legal protections for each entity type
- Comprehend the tax implications between each entity type
- Understand the funding of each type of entity

I was able to take away many different tools to bring back to my company to plan for next year. I am excited to share what I learned with my team!



COURSES:

MANAGEMENT & LEADERSHIP











OCT 16

LEADING AND COMMUNICATING WITH STYLE

Tracy Bullock

President, Bullock Training & Development

The ability to effectively relate, communicate, influence, and motivate others is a critical skill in creating successful business relationships.

- Learn how to modify your behavior based on other people's work styles
- Create best practices to achieve desired outcomes you expect from meetings
- Develop a toolkit to improve the effectiveness of every meeting you attend











TAP INTO YOUR GROWTH POTENTIAL

Carmen Payne

Business Strategy Execution Specialist, Champion Business Consulting

To achieve our potential we must grow. And growth doesn't just happen. We must have the right mindset, awareness, and be intentional about it. This course is designed to take a dive into growth from both a self-development and a teamwork perspective. If you want to be more effective at making growth a tangible target personally or collectively as a team, get ready to tap into your growth potential!

- Set growth intentions and clarify a 90-day growth goal
- Evaluate growth gaps and hindrances that keep you from growing and reaching your potential
- Review lessons learned and assess sense of urgency to design a progress pathway





OCT 30

SUCCESSION AND EXIT PLANNING

Chris Brown
VP of Business Development, Montage
Partners

You've built a successful business and are ready to move on, either to a new venture or to a well-deserved retirement. Now what? Join Montage Partners to learn how to plan the best exit for you and your company, how to execute that plan, and how to ensure the legacy you built continues after you've departed.

- Start planning your exit strategy early: it takes time to prepare
- Consider all of your options for selling or exiting your company
- Determine your top priorities for your exit

COURSES: MARKETING











THE BRAND CALLED "YOU"

Tracy Bullock *President,* Bullock Training & Development

Building your personal brand is more than delivering goals with excellence. Learn the components of turning "high performance" into "high visibility."

- Understand the components of your personal brand
- Learn what steps to take to build awareness in your company and the market
- Develop a personal branding strategy











USING INSTAGRAM™ TO PROMOTE YOUR BUSINESS

Jackie Ulmer Social Media and Sales Strategist, Street Smart Wealth

Instagram™ is one of the fastest-growing social platforms and ripe with opportunity for entrepreneurs. You will learn strategic profile set up for maximum reach and engagement, how to build a content strategy, and implement it for success!

- Build a power profile to attract your ideal client
- Develop a hashtag strategy to capture a wider audience
- Create a strategic content plan to maximize your time and success on Instagram™









NOV 05

MAXIMIZING YOUR LINKEDIN™ PAGE FOR BUSINESS

Jackie Ulmer Social Media and Sales Strategist, Street Smart Wealth

The LinkedIn™ professional networking website is the most underutilized social platform, but is critical for a successful businessto-business sales strategy. Despite the platform's powerful reach in both search and social, most LinkedIn™ users are invisible and losing out on potential leads, business and sales every day. This class will teach you how to make the most of your profile and leverage your connections for increased sales.

- Learn the five strategic areas to focus on for your profile
- Discover how to your headline to appear in search results
- · Develop an effective content strategy

COURSE: HUMAN RESOURCES











NOV 13

PRINCIPLES TO CREATE A THRIVING WORKPLACE

Crystal Blackwell
CEO/Owner, Crystal Clear Results Life
Coaching

The workplace climate can both positively and negatively affect staff performance and program outcomes. Creating and maintaining a positive working environment depends on the needs of your staff, the work you do, and the resources you have.

- Gain a new perspective on positive communication skills in the workplace
- Develop a thriving workplace climate that provides a sense of purpose
- Understand how to foster team spirit by focusing on strengths

COURSE: TRENDING









THE TECHNOLOGY PRE-NUP:
PROTECTING YOUR INTELLECTUAL
PROPERTY WHEN WORKING
WITH OTHERS

Joseph (Joe) Walsh and Bryan Wheelock *Principals*, Harness Dickey

In today's complex world, there will be a time that every successful business will need to work with outside companies to achieve its full potential. This course will focus on the best practices for protecting your intellectual property when that time comes.

- Negotiate effective confidentiality agreements, and recognize and deal with their limitations
- Use available intellectual property rights to protect your innovative ideas and market share
- Appropriately apportion ownership and control of jointly developed technology

To register online, visit enterprisebank.com/eu.

