



# CERTIFICATES OF COMPLETION

## INFO SHEET

*Upgrade Your Business* is a comprehensive program of several online courses designed to help your business leverage its capabilities and competitive advantage in today's economic climate.

### The Purpose:

NJSBDC's Upgrade Your Business program and Certificates of Completion are designed to help enhance your business management skills for your business' success, growth potential, and post-pandemic resiliency.

### Attendee Benefits:

- Comprehensive business management training;
- Expert content, provided at no-cost via U.S. CARES funding;
- Consistent engagement with the NJSBDC network;
- Streamlined consulting, reinforced training;
- Access to exclusive events and content.

### Timeframe:

Currently, the program is scheduled to end on 9/30/2021.

Questions? Contact Shy Hopkins at [shyegah@business.rutgers.edu](mailto:shyegah@business.rutgers.edu)

## HOW IT WORKS

# 1

### ATTEND & LEARN

Register to and attend various webinars and training sessions within the six (6) categories of the Upgrade Your Business program. Then, begin implementing what you've learned into your overall business strategy or routine activities.

# 2

### TRACK & ACT

Track the webinars and training sessions you've completed within each of the six (6) Upgrade Your Business program categories. Then, reach out to your local NJSBDC for business counseling to help keep you on track with your goals.

# 3

### COMPLETE & GROW

Once you have completed a minimum of three (3) unique webinars or training sessions within one of the six (6) Upgrade Your Business program categories, contact the NJSBDC to get your Certificate of Completion and Digital Badge. Then, continue counseling sessions and attend exclusive events to help you grow!

View Upcoming  
**Upgrade Your Business**  
 Webinars & Training Sessions



<https://njsbdc.com/UpgradeYourBiz>



*Upgrade Your Business* webinars are valued at \$200 each but provided to New Jersey businesses at no cost through the U.S. CARES Act grant with the U.S. Small Business Administration (SBA).

SPONSORED BY:



TO LEARN  
 MORE:

<https://njsbdc.com/UpgradeYourBiz>

America's SBDC New Jersey (NJSBDC) is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA) and additional support from the New Jersey Business Action Center (BAC), as well as other private sector sponsorships and private/public grants. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. All services are extended to the public on a non-discriminatory basis.



# CERTIFICATES OF COMPLETION INFO SHEET



## TRAINING CATEGORIES

Certificates and digital badges apply upon completing a minimum of three (3) unique training sessions within each of the categories below.



- Digitize & Socialize: Leveraging Your Business with E-Commerce, Digital Marketing & Social Media**  
 Understand how to utilize digital marketing and social media to digitally sell to and engage with your customers and reach new clients.  
 The Digitize & Socialize series includes webinars discussing website development, SEO, analytics and various social media platforms, such as Facebook, Twitter, Instagram, LinkedIn and YouTube.



- Pain Points & Productivity: Overcoming Remote Workforce Challenges**  
 Learn and understand the various programs available to help you manage your teams while working offsite.  
 The Pain Points & Productivity series includes webinars discussing on-line task manager tools, time management applications, and other new important considerations with your team members working offsite.



- Legal Matters: Asset Liabilities & Exit Strategies**  
 Understand the liabilities presented in today's climate and how to prepare for them.  
 The Legal Matters series includes webinars discussing intellectual property, trademarks, buying or selling your business, closing your business and bankruptcy.



- Money Matters: Grants, Loans & Credit**  
 Understand how to take advantage of the programs, initiatives and resources available to you to stay in business and/ or expand your business' operations.  
 The Money Matters series includes webinars discussing SBA programs such as the PPP, EIDL and 504; locally offered economic development grant opportunities; tax implications and more. This series also includes courses on establishing and improving your credit-worthiness.



- Supply Chains & Vendor Pools: Supply Chains & Responsible Vending**  
 Understand how to reinforce your supply chain to mitigate disruption and the tools and tactics needed to work with large organizations and corporations.  
 The Supply Chains & Vendor Pools series includes webinars discussing assessing and adopting to changes in consumer behavior, routes to market, cost differentials and chain transformation strategies. This series will also discuss how to participate in various procurement opportunities as a prime or sub-prime vendor, the responsibilities and expectations of working with large organizations and corporations, RFP/ RFQ preparation and the certifications available to help leverage your goods and services.



- Cyber Issues: Cyber Security Threats & Protections**  
 Understand and prepare for the various cyber security threats that could disrupt or devastate your business.  
 The Cyber Issues series includes webinars discussing malware, ransomware, spam campaigns, e-crime, internal data policies, the responsibilities of being hacked, cyber insurance and more.



View Upcoming  
Upgrade Your Business  
Webinars & Training Sessions



<https://njsbdc.com/UpgradeYourBiz>

Questions?  
Contact Shy Hopkins at [shykeh@business.rutgers.edu](mailto:shykeh@business.rutgers.edu)

TO LEARN  
MORE:

[https://njsbc.com/UpgradeYourBiz](https://njsbdc.com/UpgradeYourBiz)



Upgrade Your Business webinars are valued at \$200 each but provided to New Jersey businesses at no cost through the U.S. CARES Act grant with the U.S. Small Business Administration (SBA).

SPONSORED BY:



America's SBDC New Jersey (NJSBDC) is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA) and additional support from the New Jersey Business Action Center (BAC), as well as other private sector sponsorships and private/public grants. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. All services are extended to the public on a non-discriminatory basis.