

Latina Entrepreneur Program

Dr. Yasmin Davidds, founder of the Latina Global Executive Leadership Program, in partnership with the USC Marshall School of Business and the USC Latino Alumni Association present the first Latina Entrepreneur Program of its kind.

The program is comprised of three main components:

- Development of Latina Entrepreneurial Leadership skills through Harvard's highly acclaimed "Authentic Leadership" 8- month curriculum
- Integrated study of a comprehensive step-by-step systematic business growth model
- A network of successful Latina Entrepreneurs to help business owners focus on their most critical business issues and increase business capacity.

About The Program

The Latina Entrepreneur Program is focused on unlocking the growth and job creation potential of Latina small businesses in California through greater access to business education, financial capital, and business support services. The program is co-sponsored and hosted in partnership with the USC Marshall School of Business and the USC Latino Alumni Association.

Who Should Apply

The program is intended for Latina business owners with limited opportunities to otherwise access a business education designed to enhance small business success. Applicants should own a business that is poised for growth, have been in operation for at least two years, have at least two employees (including themselves) and business revenues between \$75,000 and \$2 million in the most recent fiscal year.

Why You Will Benefit From this Program

A key component of the Latina Entrepreneur Program is a highly practical 8 session business entrepreneurship curriculum focusing on the issues most critical to growing your business.

Peer learning is also an important element of the Latina Entrepreneur Program learning experience and the courses will be taught in a collaborative setting that incorporates the real world experiences of the participating business owners. Participants will be placed into small groups and work with their group throughout the program to explore, practice, and implement the knowledge and skills that promote business success.

In addition to the classroom experience, participants will learn to:

- Identify and evaluate business opportunities.
- Understand and manage the business environment
- Analyze financial statements and use them for management decisions
- Access financial capital
- Lead and grow a business
- Hire, develop, and retain their team
- Build a targeted sales effort
- Contract with the government
- Understand international trade opportunities
- Construct and align their business operations to grow their business

How the Program works

After the initial session, participants will meet as a group every month and also have group calls on a weekly basis.

