

# Small Business Management (SBM)

## Learn to Work Smarter, Not Harder

The **Small Business Management program (SBM)** is a unique combination of classroom learning, one-on-one coaching from a professional business advisor, and networking with one goal: making you and your business more successful.

Over a nine-month period each year, you will learn about relevant management topics with support from your business advisor to help you to identify and prioritize outcomes and develop a plan to achieve them. You will benefit from monthly classroom sessions by learning from seasoned professionals and your successful small business peers. You will learn how to take the material from the classroom and apply it directly to your business.

- **Monthly learning events**
- **Peer collaboration**
- **One-on-one advice**
- **Cohort-based program**



*"So many of the basic skills you believe you should come into a business with I did not have, like basic accounting and marketing. I learned those things during those monthly classes."*

*— Wendy Strgar, CEO, Good Clean Love*

## Our Local Program

The Lane SBM program helps businesses achieve immediate results and build for long-term success. You will join a cohort and learn from each other in the classroom and with one-on-one advising. Gary Smith, your instructor, is a certified SBM instructor entering his 10th year of teaching. He has more than 30 years of successful business management experience with large and small companies.

### SBM Year One

**DATES** **Eves:** 5:30-8:30 pm, Wed., September 19-June 5, 2019

**Days:** 9-Noon, Wed., September 26-June 12, 2019

**LOCATIONS** Lane Downtown Campus  
101 W. 10th Ave., Rm 316  
Eugene, OR 97401

**COSTS** \$579 plus a one-time \$10 registration fee.

**Register Today!**  
**541.463.6200**  
**LaneSBDC.com**



The Oregon SBDC Network is funded in part through a Cooperative Agreement with the U.S. Small Business Administration and the Oregon Business Development Department. Programs and services are provided to the public on a non-discriminatory basis. Language assistance services are available for limited English proficient individuals.

