

National Women's Business Centers of Excellence



ASSOCIATION OF
WOMEN'S
BUSINESS
CENTERS

Milestone 4 - Strategic Planning
September 12 or 26, 2024

Purpose of National WBCs of Excellence

To recognize organizations that demonstrate commitment and efficacy of the mission, vision, and values of their Women's Business Center thereby achieving the greatest outcomes for women owned businesses.



Milestone 4

Strategic Plans and Progress Tracking ([worksheet](#))

- Do you already have a strategic plan for the organization or the Women's Business Center?
 - If so, share 2-3 of those goals and your targets with your peer (worksheet provided)
 - If not, and you had access to more resources and the power to control them, what would you hope to accomplish 5 years from now?
- We'll review why strategic planning and goal-setting is important and some tips to help you set achievable goals.



Milestone 4

Strategic Plans and Progress Tracking ([worksheet](#))

Develop 3 SMART Goals:

What is the measure of success? / How long do you have to get this done?

SMART Goals

Specific

Measurable

Achievable

Relevant

Timebound



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Breakout Sessions / Group Sharing

Next - Assignment 4:

Advocate for your WBC and Clients ([worksheet](#))

- Have you built an impact one-pager for your WBC and is there one for your entire State?
- Are you aware of your State legislators in the House and Senate and are you able to identify a champion?
- Share examples of how you have advocated for your WBC



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2024 Program Timeline

10:00 a.m. PDT/ 1:00 p.m. EST

| | |
|------------------------------|--|
| Applicant Info Session | May 21, 2024 |
| Deadline to Apply for Cohort | June 10, 2024 |
| Milestone 1 | June 13 & June 27, 2024 |
| Milestone 2 | July 11 & July 25, 2024 |
| Milestone 3 | August 8 & August 22, 2024 |
| Milestone 4 | September 12 (At Conference) & Sept. 26 |
| Milestone 5 | October 10 & October 24, 2024 |
| Milestone 6 | November 7 & November 14, 2024 |
| Milestone 7: Graduation | December 5, 2024 |

Cohort Tool Kit

- Shared Google Drive
- Access presentations and worksheets for each milestone
- Upload your milestone assignments in tool kit respective folder

AWBC Courses Page

- Access presentations and worksheets for each milestone
- Shows course progress for each lesson
- <https://awbc.org/wbcexcellence2024>