



# MINORITY BUSINESS EXECUTIVE PROGRAM

*Accelerating the growth of minority businesses*  
*November 13 and 18-21, 2024*

**FOSTER**  
**SCHOOL OF BUSINESS**

UNIVERSITY of WASHINGTON



# BUILDING A DIVERSE SUPPLY CHAIN FOR TOMORROW'S ECONOMY

*World-class training to accelerate the growth of MBEs*

The Minority Business Executive Program grows leaders from organizations owned by people of color, women, veterans, disabled persons, and members of the LGBTQIA+ community. Taught by award-winning faculty at the University of Washington, participants will gain knowledge, skills, and a valuable network.

## HIGHLIGHTS

- Hybrid online and in-person program that starts with 1 day of live online classes followed by 4 days of in-person classes on the University of Washington campus in Seattle, home to a thriving global business community in the heart of one of the nation's leading tech hubs.
- Curriculum is optimized for business leaders of small to medium-sized companies that are suppliers to large enterprises.
- Engaging ways to learn: class lectures, interactive experiences, executive speakers, and peer discussions
- Curriculum covers numerous topics including finance and accounting, competitive strategy, communications, negotiations, leadership, and marketing.

Participants learn to utilize financial tools to make better business decisions, develop strategic plans for growth and sustainability, market their products and services more effectively, explore strategies to access larger markets, and develop their leadership acumen. They return to their businesses with enhanced knowledge, a renewed personal energy, and an invaluable network of fellow diverse business leaders.

In addition to classroom instruction, the program includes guest speakers and networking activities with corporate leaders and business owners who have transformed their companies into highly profitable ventures.

**APPLY ONLINE AT [FOSTER.UW.EDU/MBEP](https://foster.uw.edu/mbep)**







“My experience participating in this program has been fantastic. It has been beyond what I would imagine. I think that every class, every person that I’ve met has really been impactful and has influenced me with their stories.”

**MABEL CHAN**  
Principal and Owner  
my3Twelve

## WHY CHOOSE UNIVERSITY OF WASHINGTON?

The UW Foster School of Business consistently ranks among the top business schools in the U.S.A. The faculty research and publish studies on diversity in business issues ranging from minority entrepreneurship to multicultural marketing, and from managing diverse teams to the financing of minority and women-owned businesses.

The Minority Business Executive Program is supported by University of Washington Foster School of Business Executive Education and the Consulting and Business Development Center, in conjunction with the NW Mountain Minority Supplier Development Council (NWMMSDC), corporations, and government partners.

# A CURRICULUM TAILORED FOR SUCCESS

The program combines lectures, discussions, guest speakers, panels, simulations, team exercises, and self-assessments. Schedule subject to change.

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| <b>UNDERSTANDING FINANCIAL STATEMENTS &amp; BUSINESS PERFORMANCE EVALUATION</b> | Learn to interpret accounting data for planning, decision-making, and financial reporting. Enhance your understanding of finance principles and practices, including cash flow analysis and capital budgeting, risk and return.  |
| <b>TESTING BUSINESS IDEAS</b>   | Offering new products, services, or lines of business can substantially impact growth. However, making big bets on the wrong ideas can have disastrous consequences. After this session, you will be able to design an experiment to validate whether a potential opportunity is important to focus on next.   |
| <b>IMPACTFUL COMMUNICATIONS</b>   | Poor or miscommunication in a workplace can often lead to frustration and a loss of productivity. During this session, you will become more aware of your communication style, and learn some techniques to identify the styles of others. With this understanding, you will be able to craft and adjust your style to communicate more effectively.   |
| <b>COMPETITIVE STRATEGY</b>   | During this immersive session on business strategy, we will delve into key concepts essential for sustainable growth and competitive advantage. Through interactive exercises, participants will gain practical insights into customer development, strategic positioning, and innovative approaches to product development and distribution channels. |
| <b>NEGOTIATION SKILLS</b>   | Enhance your skills across a broad spectrum of negotiation problems that are faced by employees and organizational leaders. Specifically, you will develop the necessary skills to discover optimal solutions to problems faced in negotiations, and the best means to implement those solutions.  |
| <b>LEADERSHIP AND TEAMS</b>   | Creativity and innovation are the lifeblood of organizations, and building an idea culture is a key way that leaders can maximize their impact while also engaging their team members. You will learn evidence-based insights on how leaders can help their employees and teams to generate game-changing ideas.                                       |
| <b>EMOTIONS, HAPPINESS, AND MEANING</b>   | This module will discuss how emotion is a form of information that can help us make better decisions to maximize our objectives. We will discuss some techniques to manage and leverage emotions, as well as to cultivate happiness and meaning.   |
| <b>LEGAL ISSUES IN BUSINESS</b>   | In this interactive session with experienced panelists, you will gain useful knowledge and sound advice related to contracting, mergers and acquisitions, international business, business formation, and HR.  |
| <b>FACILITATED SESSIONS WITH PROGRAM SPONSORS AND ALUMNI</b>                    | Learn first-hand what the sponsors of the program value from their suppliers. Hear from program alumni on how they are applying their learning from the program and get advice on how best to leverage class connections.  |

*Please visit [foster.uw.edu/mbep](https://foster.uw.edu/mbep) to see the schedule of activities and faculty profiles*

# TAKE THE NEXT STEP

## PROGRAM DATES

November 13 live online

November 18-21 at the UW Seattle campus

## PROGRAM FEE

\$5,500 USD

Program fee includes instruction, learning materials, meals during on-campus class sessions, and a Certificate of Completion from the University of Washington's Michael G. Foster School of Business. The program fee does not cover any travel expenses related to attending the in-person class sessions in Seattle, such as airfare, hotel, meals outside of what is provided during the program schedule, or ground transportation.

## DEADLINE AND PAYMENT

**November 1, 2024:** Application deadline

*Early application is recommended as space is limited.*

Participants will be invoiced after acceptance into the program. The fee is payable in full at the time of registration.

Cancellations received within 30 days of the start of the program will receive a 100% refund. Cancellations received 15 to 29 days prior to the start of the program will receive a 50% refund. No refund will be paid if the cancellation is made within 14 days of the start of the program.

## APPLICATION CHECKLIST

Please have the following ready to include with your application:

- Resume
- Sponsor's information (unless self-sponsored)

## PARTICIPANT CRITERIA

### • Company ownership

This program is designed for owners and senior leaders of businesses owned by individuals who are people of color, women, veterans, disabled persons, members of the LGBTQIA+ community, and other businesses owned by socially and economically disadvantaged individuals.

### • Annual revenue

Businesses with at least \$500K in annual revenue will benefit most from the program. Prior participants have come from wide-ranging company types and sizes with annual revenues up to \$35 million.

### • Preparation and participation

This program requires advance preparation and study, therefore early registration is highly encouraged. Assignments will be sent to participants prior to the program. There will be 1 day of live online class sessions and 4 days at the UW Seattle Campus. It is expected that participants will be free of other duties and will devote their full time during the course of the program.



Apply online at [foster.uw.edu/mbe](https://foster.uw.edu/mbe)





## MINORITY BUSINESS EXECUTIVE PROGRAM

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### THANK YOU TO OUR PARTNER ORGANIZATIONS:

