

**B
C
E** **BUSINESS
COUNSELLING
ESSENTIALS**
for Business Development Professionals

This one-day workshop provides an overview of the role of the Business Counsellor, the counselling relationship, responsibilities, and the counselling process. Participants will be introduced to the ACSBE Entrepreneurial Decision Making Cycle, a process which helps to ensure clients make informed decisions. Counselling ethics will be reviewed, and participants will learn the differences between the counselling and consulting relationship. This one-day session is an introduction to the popular APEC Training and Certification Program for Small Business Counsellors.

*Acadia Centre for
Social & Business
Entrepreneurship*

ACSBE



It is the entrepreneur's role to develop and nurture their venture. It is the counsellor's role to develop and nurture the entrepreneur.

Business Counselling Essentials will provide business development professionals with a greater understanding and appreciation of their role and its impact on the lives of their clients. Participants will evaluate the differences between the counselling and consulting role and determine which is most appropriate in their current position. An introduction to ACSBE's Entrepreneurial Decision Making Cycle will provide participants with a process to guide their counselling interventions. This process ensures that all components of a client's business idea are evaluated to ensure clients make informed decisions regarding their entrepreneurial endeavour. Participants will leave the session with an enhanced network of business development professionals, resource materials, and tools & techniques to assist clients start, develop, and grow successful small businesses.

The aim of this one day session is to provide business development professionals with a greater understanding of the counselling role and how to assist their clients to excel in business.

Who Should Attend

Business Development Professionals (counsellors, consultants, and advisors, who work with small business clients to develop, maintain, and expand their businesses).

Benefits of Attending

- Develop a thorough understanding of the business counselling profession
- Understanding the counselling process
- Identify personal counselling strengths and areas for further development
- Enhanced relationship with your clients

This session will cover:

- Understanding the business counsellor's responsibilities to their client, their profession, and themselves in relation to professional conduct and ethics
- Understanding the role of the small business counsellor
- Distinguishing between the role of the counsellor & the consultant
- Identifying trends & challenges in the counselling profession
- Identifying best practices in small business counselling
- Understanding the link between knowledge, attitude and behaviours within a small business counselling context
- Demonstrating active listening
- Applying coaching and interviewing techniques
- Introduction to the ACSBE Entrepreneurial Decision Making Cycle and its application to the business counselling process

Participants will be engaged in an interactive learning environment and will be given the opportunity to apply the theory taught in the workshop through individual and group case studies. All participants will receive a toolbox of resources and will develop skills with practical and immediate application for everyday use with their clients.

For more information: 1-866-654-4499, 902-585-1476, andy.horsnell@acadiu.ca, www.acsbe.com