

The  
**MBACW**  
Center for Women

**New Online platform is launching on October 16, 2012**

**This is a preview of the MBACW Services**

The **MBA** Center for Women™

Where Women Can Become

**MASTERS OF**

**BUSINESS**

**ACUMEN**



“Helping Women Become “Masters of Business Acumen”

Get started today at [www.MBACenterforWomen.com](http://www.MBACenterforWomen.com)

The **MBA** Center for Women™

**Business Training and  
Skill Development for  
Women Entrepreneurs**

**STAY INFORMED AND UP-TO-DATE**



Helping Women Become “Masters of Business Acumen”

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# Knowledge to Help Women Entrepreneurs Succeed

The **MBA Center for Women™** offers what no one else does in the online training industry – an exclusive focus on entrepreneurial education and research. MBACW helps women entrepreneurs close the gap between where their small business needs to go and the knowledge required to get them there.



## A Suite of Courses geared toward helping women navigate the business landscape

### Developing Your Strategy

Finding your path to success

### The Strategic Entrepreneur

Steps to building a great business

### The Brand Pyramid

How to Build Customer Loyalty

### Your Value Proposition

Communicating the Value of your Brand

# Our Training Courses are Convenient, Quick, Cost-Effective

## An Innovative Approach To Learning



### **SUCCESS TOOLS AND RESOURCES**

Comprehensive suite of learning tools in 12 skill areas

### **CONVENIENT VIRTUAL LEARNING**

Escape the classroom and get flexible learning from your laptop, iPad or mobile device

### **PRACTICAL AND EASY-TO-USE**

Get relevant, applicable business skills that you can use immediately

### **A MIX OF MEDIA OPTIONS**

Choose between articles, video, audio, webinars and much more

### **CONTENT UPDATED WEEKLY**

Stay current with new, dynamic training content every business day

*“This is a great source for women entrepreneurs to enhance their business acumen and grow their small business”*

Robin Jordan, MBA  
Atlanta, Georgia



**Knowledge is Power -**

**PICK A SKILL AND GROW!**

Get a 45-60 Minute Bite-Sized Empowerment Course packed with Insight *and* Inspiration on topics such as:

- Entrepreneurial Development
- Executive Leadership
- Life Evaluation
- Time Management
- Discovering Your Talents
- Effective Communication

## BUSINESS RESOURCES AND TOOLS TO KEEP TODAY'S WOMEN ENTREPRENEURS ON THE CUTTING-EDGE



### BUSINESS SKILL LIBRARIES

The business skills library includes 7 primary topics & 5 sub-topics. The learning articles and blog posts focus on a skills-based learning that is insightful, practical, and easy-to-understand.



### COMPETENCY ASSESSMENTS

A variety of self-assessments are available to help you evaluate your skills in several key areas. The assessments only take minutes and will help you quickly zero in on your specific business development needs.



### WEB-BASED TRAINING COURSES

Develop your business skills and stay on top of the latest innovations. These On-Demand e-Learning Courses are designed to provide flexible, cost-effective business training solutions to meet your needs.



### BITE-SIZED EMPOWERMENT™ COURSES

Get a bite-sized portion of empowerment on a wide range of business skills and personal effectiveness topics.



### THE INSIGHTS™ KNOWLEDGE SERIES

This Knowledge Series includes research reports, white papers, special reports and toolkits to help you learn new skills and stay abreast of the latest thought leadership.



### BOOK REVIEWS

This resource helps you to hone in on the most insightful books on the market and point you directly to reading material that will expand your business skillset.

# SKILLS-BASED TRAINING CONTENT TO HELP YOU NAVIGATE THE BUSINESS LANDSCAPE

No other Training Platform or Blog offers the same depth of learning tools for business acumen as The MBA Center for Women™. The content is designed for entrepreneurs in small businesses, organizations, and associations with a mix of formats from audio downloads to compressed modules and business simulations.

## BUSINESS SKILL PRIMARY TOPICS



Leadership



Business Strategy



Business Mastery



Brand Management



Industry Knowledge



Financial Mastery



Personal Effectiveness

## BUSINESS SKILL SUB-TOPICS



Creativity



Communication



Decision Making



Problem Solving



Time Management

The MBA Center For Women™ has over 500 Resources across 12 libraries and new content is added each week



# The MBA Center for Women™

## e-Membership Overview

*The More You Know - The Higher You Can Go!*

MEMBER BENEFITS	STANDARD MEMBERSHIP	PREMIUM MEMBERSHIP
<b>BUSINESS SKILLS LIBRARIES</b> with more than 500 learning resources	✓ Limited	✓
<b>COMPETENCY ASSESSMENTS</b>	✓ Limited	✓
<b>BOOK INSIGHTS</b>	✓	✓
<b>EXPERT INTERVIEWS</b>	✓ Limited	✓
<b>SUBSCRIPTIONS TO MEMBERS-ONLY DIGITAL PUBLICATIONS</b>	✓	✓
<b>WEBINARS, TELESEMINARS AND PODCASTS</b>	✓ 10% Savings	✓ 25% Savings
<b>BITE-SIZED EMPOWERMENT™ COURSES</b>		✓
<b>BUSINESS MASTERY CAFÉ</b> with bi-monthly Q&A Sessions		✓
<b>MEMBERSHIP WORKBOOK</b>		✓
<b>ACCESS TO FREE MEMBERS-ONLY WEBINARS</b>		✓
<b>FREE QUARTERLY GIFTS &amp; SPECIALS OFFERS</b>		✓



# Promotional e-Membership Costs

Although many of the resources in the MBA Center for Women™ are FREE,  
Members enjoy a number of Exclusive Benefits

Choose from two membership levels:

## STANDARD MEMBERSHIP

Join for just **\$10.00** per month  
for annual membership

Pay in Full - \$120.00  
Save \$60 by paying in full

or

Pay \$15 per month  
(cancel at any time)

## PREMIUM MEMBERSHIP

Join for just **\$27.00** per month  
for annual membership

Pay in Full - \$324.00  
Save \$84 by paying in full

or

Pay \$34 per month  
(cancel at any time)

We start accepting membership on October 12, 2012



The MBA Center Guarantee:  
You can cancel your membership at any time  
with no hidden cancellation fees or penalties.



The  
**MBA**  
Center for Women

Preview Available on October 9, 2012

Accelerate Your Success Journey Today with  
The MBA Center For Women™



Monique Stoner, MBA  
President and Founder

Email: [training@mbacenterforwomen.com](mailto:training@mbacenterforwomen.com)

[www.mbacenterforwomen.com](http://www.mbacenterforwomen.com)

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