



# MINORITY BUSINESS EXECUTIVE PROGRAM

*Accelerating the growth of minority businesses*  
*September 19-30, 2021*

**FOSTER**  
SCHOOL OF BUSINESS

UNIVERSITY of WASHINGTON



**NMSDC**

National Minority Supplier  
Development Council





"This program was awesome, insightful, and impactful, bringing self-awareness to another level for me! I'm excited about planning for self-growth in leadership, and I am leaving here with confidence of my future leadership skills within my organization."

**MARI BORRERO**

CEO

*American Abatement & Demo*

## 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 management diversity 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 National Minority Supplier Development Council (NMSDC), corporations, and government partners.

# 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 LGBTQ community. Taught by award-winning faculty at the University of Washington, participants will gain knowledge, skills, and a valuable network.

## HIGHLIGHTS

- Two-week hybrid online and in-person program
- A curriculum optimized for business leaders of small to medium-sized companies that are suppliers to enterprises
- Engaging ways to learn: in-class lectures, interactive experiences, executive speakers, and peer discussions
- Curriculum covers numerous topics including change management, communications, negotiations, finance and accounting, leadership, digital and social media strategy

Participants will learn to utilize financial tools to make more effective decisions, understand strategies for growth and sustainability, learn how to market their business more effectively, and develop their leadership skills. Participants will gain knowledge, tools, and a valuable network to help them achieve their business goals.

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.

MBEP 2021 will be hosted primarily online with the last two days hosted on campus at the University of Washington in Seattle, home to a thriving global business community in the heart of one of the nation's leading tech hubs.

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





# A CURRICULUM TAILORED FOR SUCCESS

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

<b>FINANCE &amp; ACCOUNTING</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>LEADERSHIP</b>	Learn to apply successful leadership and decision-making models to develop your full potential as a leader. Develop critical leading and influencing skills necessary to sustain long-term organizational success through a combination of lecture, discussion, simulation, and self-assessment.
<b>LEADING ORGANIZATIONAL CHANGE</b>	Gain tools for diagnosing your work unit's current operational state, envision how to improve performance, and develop a plan to bring about the desired change.
<b>DIGITAL AND SOCIAL MEDIA STRATEGY</b>	Learn how to develop digital and social media strategies that uniquely serve your customers and maximize customer lifetime value. Identify brand execution tactics that leverage your strategy and increase product and firm equity.
<b>NEGOTIATIONS SKILLS</b>	Become a more effective communicator and decision-maker through techniques for building and maintaining relationships, applying appropriate influence, structuring agreements, and developing buy-in.
<b>COMMUNICATION SKILLS</b>	Miscommunication in a workplace can lead to frustration and a loss of productivity. To be a better communicator, it is important first to understand your own style and know what your tendencies are. During this session, you will become more aware of your communication style while also learning 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>LEGAL ASPECTS OF CONTRACTING</b>	Understanding legal implications and long-term ramifications of contract negotiations can be challenging. Gain insights from experienced business owners and organizational advocates on what to look for and common pitfalls to avoid.

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



"The program has given solid structure to my natural entrepreneurial capabilities. I plan to apply the techniques and knowledge gained to my business."

**RAJASHREE VARMA**  
Founder & CEO  
Arth Systems

# TAKE THE NEXT STEP

## PROGRAM DATES

September 19-30, 2021

## TUITION

\$4,550 USD (early application pricing)

\$4,950 USD (regular application pricing)

Tuition includes instruction, learning materials, and a Certificate of Completion from the University of Washington's Michael G. Foster School of Business.

## DEADLINES AND PAYMENT

**August 15, 2021:** Early application deadline

**September 1, 2021:** Final 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.

## 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 LGBTQ community, and other minority groups.

### • **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. In addition to live synchronous class time, there will be additional asynchronous sessions to be reviewed at your own pace prior to the live class sessions. It is expected that participants will be free of other duties and will devote their full time during the course of the program.

## APPLICATION CHECKLIST

Please have the following documents ready to include with the application:

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

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## MINORITY BUSINESS EXECUTIVE PROGRAM

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