



## WHAT IS IT?

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The Managing Forward Series are online courses to reinforce and strengthen your small business for the future.

Hosted by the Missouri SBDC and facilitated by subject matter experts from the Henry W. Bloch School of Management at the University of Missouri-Kansas City, with examples from Missouri businesses.

Learn from academic experts and connect with small business owners. 90-minute courses.

The series is funded by the Cares Act in response to the COVID-19 pandemic.

**REGISTER HERE**

## Series 1 Thursdays, 12:30 pm-2:00 pm

- |           |  |
|-----------|--|
| July 16   | Disaster Planning for Small Businesses   |
| July 23   | Maintaining Continuity and Effective Management of Small Businesses in Remote Environments |
| July 20   | Online Essentials for Small Businesses   |
| August 6  | Agile Marketing, Sales and E-commerce for Small Businesses                                 |
| August 13 | Supply Chain Challenges for Small Businesses   |
| August 20 | Essentials of Cybersecurity for Small Businesses   |
| August 27 | Live Q&A Panel   |

**Details & more info**

# **DISASTER PLANNING FOR SMALL BUSINESS**

According to the SBA, approximately 25 percent of businesses don't reopen after a major disaster. This course focuses on how small businesses can develop a plan for disaster management and recovery.

- Communications plan
- Continuity plan
- Risk assessment

Instructor:

**Dr. Anthony Vatterott**

The Missouri SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration and is a partner of the University of Missouri Extension. Programs are extended to the public on a non-discriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance to the SBDC hosting the event. Contact the Missouri SBDC at [musbdadmin@missouri.edu](mailto:musbdadmin@missouri.edu) to request accommodations.

Instructors:

## Details & more info

# MAINTAINING CONTINUITY AND EFFECTIVE MANAGEMENT OF SMALL BUSINESSES IN REMOTE ENVIRONMENTS

This course focuses on effective business management practices when operating a business in remote environments. Specially attention will be given to operating a business during a crisis.

- Maintaining culture and communications
- Working in teams
- Developing policies
- Human Resources

**Jeff Hornsby**

**Alex Matlack**

**Gary O'Bannon**

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# ONLINE ESSENTIALS FOR SMALL BUSINESS

This course focuses on the essentials every business must work through for operating a business online.

- Online business models
- Design your online business model
- Create your online presence
- Guide your business with supporting systems

Instructor:

**Alan Weber**

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## Details & more info

# AGILE MARKETING, SALES AND E-COMMERCE FOR SMALL BUSINESSES

This course focuses on developing an effective E-commerce strategy and plan that focuses on steps every business must work through to successfully market and sell using on-line tools with distributed customers, employees, and suppliers.

- Marketing and selling
- Distribution and delivery
- Robust web processes
- Customer service online

Instructor:

**Alan Weber**

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# **SUPPLY CHAIN CHALLENGES FOR SMALL BUSINESS**

This course explains how to integrate brick-and-mortar small businesses with online technologies and services to add flexibility and increase responsiveness. Supply chain, logistics, and analytics will be emphasized especially for businesses working in online platforms.

Instructor:

- Cash flow management
- Hiring and Talent Acquisition
- Increasing visibility and improving agility

**Dr. Anthony Vatterott**

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## Details & more info

# ESSENTIALS OF CYBERSECURITY FOR SMALL BUSINESSES

This course will describe the most effective steps to prevent attacks and provide actionable techniques that can be used to handle and prevent attacks. You will be instructed on a wide range of possible cyber-attacks and specific steps to manage them.

- Web apps, hardware, and software security
- Network, passwords and accounts security
- Payment Card Industry (PCI) standards
- Encryption basics

Instructor:

**Bryan Boots**

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