



ENTREPRENEURSHIP TRAINING FOR ONE-STOPS & WIBS



LEARN HOW TO IDENTIFY AND SERVE ENTREPRENEURS!

Existing businesses are not creating enough jobs to address the needs of California's workers. Self-employment is an emerging labor market trend as more and more job-seekers turn to entrepreneurship to create their own jobs and kickstart the economy.

CAMEO is California's premiere provider network for workforce development professionals who are serving or want to serve entrepreneurs in this emerging, innovative market. You'll receive best-in-class training for One-Stop/WIB staff to identify and serve successful entrepreneurs in your community. And, CAMEO connects you to local partners in self-employment training, technical assistance and small business loans to ensure your clients launch on the right foot.

Contact CAMEO today to schedule your customized training! Ask about our CWA discounts and regional cost-sharing.

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To help California's businesses start and thrive, they need three things: business coaching and training, small amounts of capital, and connections to customers. Our state has a strong infrastructure of non-profit business training programs and microlenders who stand ready to help the new labor force.

Our training module provides a substantive orientation to entrepreneurship training and business assistance services for the WIB and EDD staff responsible for making assessments and referrals of persons seeking self-employment. Staff training is key to integrating self-employment opportunities into the Workforce system.

The Orientation Program

Self-Employment Is Labor Market Trend

- Job creation and California projections; how Entrepreneurship Training can be an asset to Workforce Training.

Demystifying Entrepreneurship

- What It Is and What it Isn't (models and examples)

Self-Employment/Business Readiness criteria

- Assessment Tool

Entrepreneurial Training and Support Overview

- Fundamentals of Self-Employment programs
- Performance Measures

Introduction of Local Training Partners

Introduction of Client Business Owner

- Business owners explain the value they've received from the training programs.

Q&A with CAMEO Member/Client

Next Steps

- Discussion of how Workforce Programs can engage with Entrepreneurship Training Programs

Learning Outcomes

WIB and EDD One Stop staff will:

- understand value of self-employment for job creation
- have basic understanding of what constitutes business readiness
- have knowledge of local training and support resources and potential training partners
- understand basics of entrepreneurship training and business assistance
- understand how entrepreneurship training can be integrated into Workforce Development programs

For more information about this training, please contact Claudia Viek at (415) 992-4480 or by email at cviek@microbiz.org.