



STRENGTHENING SMALL BUSINESSES WORKSHOP SERIES



Dates: October 18, 2023 December 13, 2023
February 21, 2024 April 17, 2024

ORGANIZATIONAL BACKGROUND

Established in 2014, **ATHENA of the Triangle (AoT)** provides innovative programming in leadership development and entrepreneurial skill building for women leaders in Raleigh, Durham and Chapel Hill. We gained non-profit 501(c) status in 2016 and operate as an affiliate of ATHENA International, Inc. (established in 1982). Our programs include our very successful year-long **ATHENA Powerlink®** program for entrepreneurs, the **ATHENA Enlightened Leaders** workshop series, and our **ATHENA in STEM** program which serves high school girls interested in STEM leadership. ATHENA Powerlink® has run continuously since 2014, while ATHENA Enlightened Leaders and ATHENA in STEM launched in 2019. We have also held the **ATHENA Women's Leadership Luncheon** annually since 2016 and added the Awards program to the event in 2021. Our newest program, the **ATHENA Leadership Conference**, launched in March 2022 and will continue as an annual event.

GOALS

The ATHENA Strengthening Small Businesses Workshop Series is sponsored by the TRUIST Foundation Grant whose Vision is to inspire and build economic mobility and wealth-building for underserved communities. TRUIST Foundation's pillar of Strengthening Small Businesses supports revitalizing the entrepreneurial spirit, with a focus on minority and women-owned businesses. The workshop series will provide business owners and professionals access to technical support, education, and networks.

Our strengthening small businesses workshop series is designed to assist business owners and professionals with entrepreneurial skill building to increase their business acumen and to provide support for a segment of our community that is typically isolated. The ATHENA Leadership model is based on the ATHENA Principles of Enlightened Leadership (Live Authentically, Learn Constantly, Build Relationships, Foster Collaboration, Advocate Fiercely, Give Back, and Celebrate). Participants of this business development series will experience these principles in action.

PROGRAM FORMAT

Four (4) quarterly, Two hour afternoon sessions will include a presenter who will provide an interactive and engaging learning environment for workshop participants.

AUDIENCE

Business owners and professionals who are looking to sharpen and expand their business acumen and skills.

For more information and to register, please visit our website: www.athenatriangle.org/Powerlink

Scan QR
Code to
Register



Session Information

PERFORMING A SWOT ANALYSIS – TAKING A PEEK BEHIND THE CURTAIN

PRESENTER: DR ATOYA HODGES,
Founder/Owner, O/X Society & Atoya Hodges LLC

Individuals will learn how to identify their strengths and opportunities and tips to reframe weaknesses and threats in their lives and business.

WELLNESS FOR BUSINESS OWNERS AND PROFESSIONALS

PRESENTER: DR SUSAN LOVELLE
Founder | CEO, Premiere Wellness

During this interactive session, you will learn three timeless strategies that will allow you to thrive—both at the work you love and at home with those you love: Listen, Let Go, and Live!

STANDARD OPERATING PROCEDURES – THE “KEYS” TO YOUR KINGDOM

PRESENTER: DR TIAMESHA WALKER-SMITH
Executive Director, ATHENA of the Triangle & HR Consultant

Attendees will learn the elements of developing an SOP for their business. They will leave the session with a template they can customize to their company.

FINANCIAL TUNE UP “ORGANIZE MONEY”

PRESENTER: CHERELLE JAMES
CEO, My Local CFO

Sustainability and profitability Cash reserves – Strategic Saving Firming the Foundation - Leveraging Resources



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SESSION DATE	SESSION TOPIC	LOCATION	TIME	PRESENTER
1ST SESSION OCTOBER 18, 2023	PERFORMING A SWOT ANALYSIS – TAKING A PEAK BEHIND THE CURTAIN	ARISE CoWorking Community 300 Southtown Cir Rolesville, NC 27571	3pm – 5pm	DR ATOYA HODGES Founder/Owner O/X Society & Atoya Hodges LLC
Session Overview:	Individuals will learn how to identify their strengths and opportunities and tips to reframe weaknesses and threats in their lives and business.			
2ND SESSION DECEMBER 13, 2023	WELLNESS FOR BUSINESS OWNERS AND PROFESSIONALS	ARISE CoWorking Community 300 Southtown Cir Rolesville, NC 27571	3pm – 5pm	DR SUSAN LOVELL, Founder CEO Premiere Wellness
Session Overview:	During this interactive session, you will learn three timeless strategies that will allow you to thrive—both at the work you love and at home with those you love: Listen, Let Go, and Live!			
3RD SESSION FEBRUARY 21, 2024	STANDARD OPERATING PROCEDURES – THE “KEYS” TO YOUR KINGDOM	ARISE CoWorking Community 300 Southtown Cir Rolesville, NC 27571	3pm – 5pm	DR TIAMESHA WALKER-SMITH, Executive Director, ATHENA of the Triangle & HR Consultant
Session Overview:	Attendees will learn the elements of developing an SOP for their business. They will leave the session with a template they can customize to their company.			
4TH SESSION APRIL 17, 2024	FINANCIAL TUNE UP “ORGANIZE MONEY”	ARISE CoWorking Community 300 Southtown Cir Rolesville, NC 27571	3pm – 5pm	CHERELLE JAMES CEO My Local CFO
Session Overview:	Sustainability and profitability Cash reserves – Strategic Saving Firming the Foundation –Leveraging Resources			

