

## Propel

Ready to propel your business beyond the competition and into the future?

Propel is a one-year training program developed as part of the Government of Saskatchewan's Scale Up for Entrepreneurs Initiative. This training, designed specifically to help Saskatchewan women grow and scale their business, provides opportunities to obtain training certifications and have access to coaching and mentorship.

Recognizing that women entrepreneurs' needs are different between early-stage business versus more mature ones, WESK has designed Propel to meet women entrepreneurs where they are.

### Self-Led Learning Modules

At the beginning of each month, your assignment will be uploaded into your web space for you to complete. These assignments will need to be completed before the Monthly Live Sessions.

### Monthly Live Sessions

Starting in June 2022, you will begin your Monthly Live Sessions. During these sessions, you will be given a chance to ask questions to the monthly Facilitator and have a re-cap of the month's learnings. In addition, you will be given a chance to network with your fellow Cohort Members. This will give you a chance to have discussions about the Propel program and your businesses.

### Propel Retreats

Infused into the program are retreats designed to inspire your journey and bring you a feeling of connection to the WESK community and other Propel Cohort Members. You will hear from keynote speakers who share inspiring stories of how they built their businesses as well as what challenges they are facing now and into the future. With riveting programming that's sure to keep you engaged, your knowledge as an entrepreneurs will be strengthened with real life case studies unmatched by any simulation.



## Schedule at-a-Glance

This program is offered from April 2022 to January 2023.

Date	Topics
April 2022	Tools for Financial Success – Micro-Credential (SaskPoly)
May 2022	Sales Tools for Success – Micro-Credential (SaskPoly)
June 2022	Understanding Your Profit Model
July 2022	Determining your Competitive Advantage through Market Research
August 2022	Break
September 2022	Practical Digital Marketing
October 2022	Customer Experience Essentials
November 2022	Business Plan Refresh
December 2022	The Art of Pitching
January 2023	Pitching to a Panel of Established Entrepreneurs

## Official Program Details

For the most comprehensive and up-to-date details on Propel, please visit our official program page at:

<https://wesk.ca/programs/propel/>

## WESK's Propel Contact:

Jaimie Polsom, Propel Project Coordinator

[jpolsom@wesk.ca](mailto:jpolsom@wesk.ca)

(306) 359-9725

