

## GPOIC Launches ESB Certification Training Program.

At GPOIC, we're very excited about the launch of our Entrepreneurship and Small Business (ESB) Certification Training Program. Our inaugural session is underway with a lively and excited group. Most of the emphasis in workforce development centers around employment and soft skills training, and there is a need for that; however, the idea of entrepreneurship is fundamentally overlooked.



Underserved populations have dreams of running their own businesses just like anyone else. The Lack of access to resources and basic business knowledge is an obstacle that adds to the graveyard of deferred dreams for many of them. This certification course was created to begin the process of addressing those needs.

The ESB certification course is built to teach, test, and validate foundation-level concepts and knowledge in entrepreneurship and small business management. These core concepts include entrepreneurship, recognizing and evaluating opportunities, planning, starting and operating a business, marketing, sales and financial management.

Whether they go on to launch their own enterprises or not, the skills that participants will learn in this course will make them more personally confident and attractive candidates as employees. Business owners will know they are gaining individuals that have a greater understanding of how a business is run, therefore, making them more productive employees.

More news will be coming on the progress of this exciting program. We hope you will support our efforts to keep this program running by donating your time, talent, or treasure to help us expand and make it available to more people.