



# GROWING RURAL BUSINESSES



**ENTREPRENEURIAL  
CERTIFICATE PROGRAM**  
FOR SMALL TOWN BUSINESSES  
READY TO GROW



Entrepreneurship  
Community  
Partnership



Growing Rural Businesses is an 8-week certificate program taught by Wichita State University entrepreneurship experts. This course is designed for existing business owners who are ready to grow. Participants receive practical instruction in the finer points of growing a thriving business in a group setting.

Classes are taught in-person by presenters from the WSU Center for Entrepreneurship who are experts in running businesses. Facilitated group discussions provide insights about business challenges and strategies to solve them effectively. This popular course has been taught in 17 NetWork Kansas E-Communities and is offered only a handful of times a year on a competitive basis, and is partially underwritten by NetWork Kansas.

More than 373 entrepreneurs from 23 E-Communities have benefited from the program including restaurants, retail businesses, insurance agencies, legal practices, utility companies, banks and more.

*Please note: Numbers reported are as of February 1, 2022.*



**“The Growing Rural Businesses class gives a good overview of marketing, business strategy, and planning techniques that are applicable to business owners of different sizes and experience levels. The instructors are experienced and engaging, and there are opportunities to network with other local business owners.”**

**SHAUNA RUMBAUGH, SPEARVILLE, KS**



## PROGRAM DETAILS

- 8-week in-person course for 15-25 participants taught on Thursday evenings
- Certificate awarded upon completion
- The total cost for this program has averaged \$25-30K in E-Communities
- Has the biggest impact on business owners and the community economy when specific businesses are targeted and invited to attend

## PROGRAM BENEFITS

- Network with other small business owners in a collaborative environment
- Interactive lessons, group discussions, and hands-on learning
- Customized curriculum designed for small-town businesses ready to grow
- Taught by Wichita State University Center for Entrepreneurship staff who are experts in their fields

## CLASS SCHEDULE

**WEEK 1** Entrepreneurial Mindset for Small Businesses

**WEEK 2** Customer Discovery: The Road Map to a Successful Marketing Plan

**WEEK 3** Marketing: The Power of Telling Your Story

**WEEK 4** Creating Value for Your Customers

**WEEK 5** Basic Sales Techniques & Practices for Selling

**WEEK 6** Practical Legal Issues

**WEEK 7** Keeping a Financial Focus

**WEEK 8** Bringing it all Together: Developing an Effective Niche Strategy



# TESTIMONIALS

“Great intro classes to all facets of having/owning your own business.”

LINDSAY SINGLEY, SCOTT CITY, KS

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“There was a broad range of topics, the speakers were very good. There was something to learn from each session.”

ANGIE KREHBIEL, MCPHERSON, KS

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“Gives you a great perspective on details you might overlook in your business due to being caught up in the daily grind.”

MATT CARSELOWEY, EL DORADO, KS

## CONTACT INFORMATION

To learn more or to discuss if Growing Rural Businesses is right for your community, please contact your NetWork Kansas E-Community regional representative or e-mail [boardcertified@networkkansas.com](mailto:boardcertified@networkkansas.com).



[WWW.NETWORKKANSAS.COM](http://WWW.NETWORKKANSAS.COM)