

BUSINESS DEVELOPMENT

ITI Business Development was developed to help union sheet metal workers who are considering going into business for themselves, to prepare for the challenges involved in becoming SMART union contractors.

In this course participants will start by asking themselves some important questions: Am I ready to own my own business? Do I have what it takes? If I do this, what are the risks? What will be the rewards? Once they decide that they've got the skills, personality, and support to take on this exciting opportunity, they will learn about the many details they will need to address to get their businesses off the ground.

Because planning is an essential part of running a business or a project, ITI Business Development introduces participants to the tools they need to plan for successful business ownership from carefully choosing a business name, to hiring and keeping the right people, to bidding accurately, to keeping track of cash flow and more. This program will give the participant a jump-start on writing a comprehensive business plan along with exposure to essential marketing and financing strategies used in today's construction and service markets.

This program is offered in 4 remote sessions. Each session is 2 hours (dependent upon class participation) with approximately 2 hours of independent study per week.

Computer System Requirements:

- Desktop Computer MAC or PC. (While this course is viewable on a mobile device, it is optimized for Desktop viewing. Tablets and smartphones are discouraged)
- An internet connection – broadband wired or wireless.
- Modern internet browser (The latest version of Chrome or Firefox are preferred.)

Audio Requirements:

- Speakers and a microphone – built-in or USB plug-in or wireless Bluetooth (headset is preferred)
NOTE: The built-in mic and speakers on your computer or mobile device might not pick up your audio as clearly as a headset, because built-in microphones on your computer or webcam can pick up other noise and cause an echo. We recommend using a headset plugged into your computer, or headphones with a mic plugged into you mobile device.

Optional Equipment: (needed ONLY if you wanted to be seen in our virtual classroom)

- Optional webcam for video – built-in or USB plug-in
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To register your interest, submit an account request at the [Business Development Training Portal](#).

Please note that account registration requires administrative approval, during which we verify your SMART member status. Your interest and participation in this program is kept completely anonymous.