



Professional Development Workshop Catalog

*Programming for Entrepreneurs and the
Organizations They Rely On*



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Workshop Details Legend



Length



Content level



Experience level
needed



Virtual:
*Participants and
instructor are virtual*



In-person:
*Participants and
instructor in-person*



Hybrid:
*Participants and organization
staff in-person, OYG staff
presenting virtually*

Why Choose Outgrow Your Garage

At Outgrow Your Garage, we believe that learning is only the first step - the rest is how you implement it. That's why we thrive when collaborating with libraries, lending institutions, and schools. Our mission is to teach entrepreneurs the skills they need for their business while connecting them to additional local resources. That way, we're helping build thriving business and resilient communities.

We Offer:

Hands-On Workshops: Our sessions are engaging and practical, with clear objectives and measurable outcomes.

Review and Follow-Up: Our workshops connect to additional courses, resources, and coworking sessions for continuous learning long after the workshop.

Immediate Applicability: Business owners don't just learn; they leave with a finished skill. We believe in tangible outcomes, so participants gain practical expertise that can be immediately used in their business.

Versatility: Whether you prefer virtual, in-person, or hybrid workshops, we've got you covered. Our flexible delivery options cater to diverse preferences, ensuring accessibility and convenience for all.

Complimentary Marketing Materials: When you book a workshop with us, we don't just provide an educational experience – we help you spread the word. Receive marketing materials that empower you to promote the workshop to your organization's participants seamlessly.

About Our Workshops

Our Professional Development workshops are designed for individuals working with small business owners or aspiring entrepreneurs. These workshops address the unique challenges faced by those in supporting roles, guiding participants through the art of asking the right questions. We understand that connecting communities with resources is not just about technical knowledge but also about encouraging confidence. Learn the skills necessary to navigate the dynamic world of entrepreneurship and leave with the confidence to make meaningful contributions to your community!

What Past Participants Say

I feel seen and heard about the problems we face at my organization. That means a ton.

- Shanell, Small Business Owner

The educational resources [from] OYG are things that I really wish I'd had back when I was first starting out. - D'Nelle, Small Business Owner

[This workshop] gave me practical strategies for supporting entrepreneurial students and alumni.

- Monique, Career Services Staff

I learned how to guide students that wish to take a non-traditional career route.

- Chris, Career Services Staff

Outgrow Your Garage has a great understanding for how to develop leaders in a community.

- Rosie, Small Business Owner

Want to See a Workshop In Action?

[Check out our Presentations](#)

Technical Support Tech Solutions for Small Businesses

This workshop is designed for staff who support small business owners in finding exactly what they need to succeed. Participants will learn how to tap into available resources at their host organization, local library, and/or Small Business Development Center (SBDC). We will cover specific technical needs across various industries, highlighting that service providers, creatives, and manufacturers each have unique requirements.

Participants will leave this workshop with new insights into evaluating the technical capabilities of small business owners through practical metrics. Book this workshop to guide your constituents into finding simple, tailored ways to boost their small business!



Scaleable
1 hour - full day



No prior knowledge
needed



Good for any
staff level



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Entrepreneurship Unveiled Identifying Entrepreneur Needs

This workshop is designed for anyone wanting to become an entrepreneurship specialist in their organization. Participants will learn how to ask the right questions to local and aspiring entrepreneurs, and others in the business community to create programming that meets their identified needs. We'll also discuss how to help your participants find and utilize complementary programming from other organizations or resources so their organization can fill in the gaps.

For an added fee, we will deliver you with a "resource hub" that you can share with your community.



1-2 hours



No prep work
needed



Good for general or
program-specific staff



Can be presented
virtual



Can be presented
In-person



Can be
presented hybrid

Outreach and Engagement

Marketing Your Small Business Programs

Marketing small business programming is a combination of what and where it is said. This presentation focuses on blending effective messaging and strategic placement to promote small business programs. Participants will explore diverse methods of marketing, communication, and collaboration, all while learning the ins and outs of reaching and engaging their target audience.

Whether affiliated with a school, library, or community organization, participants will gain insights important to the success of their programs. Additionally, this workshop teaches how to create connections with organizations engaged in complementary work. Book now to enhance your constituent's skills in impactful marketing strategies.



1 hour



Prep work needed



best for program specific staff and directors



Best presented virtual



Can be presented In-person



Can be presented hybrid

Creating a Collaborative Space

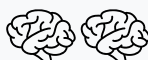
Building a Community Business Hub

In this workshop, participants will focus on creating a business hub that thrives on collaboration and engagement. We will cover how to locate valuable resources for their hub and provide key tips for successful collaboration with other organizations. We'll also dive into funding options, to ensure their business hub has the financial support it needs.

Participants will learn how to set achievable goals for their hub and maintain accountability. Book this workshop to ensure your clients have a collaborative and effective business hub!



Scaleable from 1 hour-full day



Prep work required



Best for program specific staff and directors



Can be presented virtual



Can be presented In-person



Can be presented hybrid

Business Basics

What You Need to Know

Ever felt the need for a crash course in basic business terms and concepts? This presentation is made for individuals working with business owners who may lack formal business experience. We will provide the tools to connect entrepreneurs with the right resources - without all the overwhelming business jargon.

This workshop offers an overview of common business concepts, providing participants with the foundational knowledge to effectively support business owners and guide them. Don't miss this opportunity to bridge the gap and empower those working with entrepreneurs to navigate the business landscape with confidence!



Scaleable
1 hour - full day



No prior knowledge
needed



Good for any
staff level



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

I've Never Heard of That Industry

Questions for Any Business

Ever found yourself puzzled by the constant new jobs and industries popping up? For those working with entrepreneurs, it's common to encounter individuals venturing into fields that may be entirely new or not fully understood. This workshop is crafted to equip librarians, career services staff, and other professionals who aren't entrepreneurs themselves with the skills to navigate conversations with entrepreneurs exploring unfamiliar territories.

Participants will learn how to effectively communicate with entrepreneurs, connecting them to the right resources, and providing guidance even when the landscape is new and unfamiliar.



1 hour



No prep work
needed



Good for any
staff level



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Freelancers are Business Owners

Supporting Artists and Creative Professionals

Ever wondered how many individuals in the gig economy see themselves as more than just freelancers? This presentation, crafted for trainers working with freelancers, explores the mental shift from freelancer to freelance business owner. Understand the basics of this transition and discover ways to guide freelancers toward embracing an entrepreneurial mindset.

The session provides trainers with the tools needed to support freelancers in elevating their approach to freelancing. Don't miss this opportunity to empower freelancers to redefine their perspective and succeed in the gig economy!



1 hour



No prep work
needed



Good for any
staff level



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Supporting Future Business Leaders

Building a Hub Within Your Business School

This workshop focuses on establishing a community hub within business schools. It aims to encourage connections between students, educators, and the broader entrepreneurial ecosystem. Whether your audience is filled with administrators seeking resources on small business ownership or professors aiming to bridge courses with real-world applicability, this presentation offers a pathway for your constituents to connect, learn, and grow.

Note for schools: This workshop can be tailored for business schools wanting to support entrepreneurially minded students or those wanting to launch a business not covered under traditional business curricula.



Scaleable from
1 hour-full day



Prep work required



Best for program specific
staff and directors



Can be
presented virtual



Can be presented
In-person



Can be
presented hybrid

Hands-On Skills

Integrating Entrepreneurship into Other Courses

Do you want to help your audience integrate practical business skills into various classes or industries within their school curriculum? This presentation is made specifically to assist schools in teaching business skills within the context of specific classes or subjects.

Participants will learn how to seamlessly integrate real-world business concepts into their curriculum, providing students with valuable skills relevant to their chosen subjects. Explore ways to enhance the educational experience, from cosmetology students mastering sales and marketing for practice clients, to art professors guiding students on pricing their art, and computer professors facilitating discussions on building startup teams.



Scaleable from 1 hour-full day



Prep work required



Best for general or program specific staff



Can be presented virtual



Can be presented In-person



Can be presented hybrid

Redefining Career Services

Supporting Non-Traditional Students Post-Graduation

Ever wondered how to navigate career services as students increasingly explore self-employment and non-W2 options post-graduation? This presentation helps to re-imagine a career services department that connects students and educators with resources, internships, and potential employers. Whether students in the creative arts seek guidance on pricing and budgeting, or professors want to create courses with real-world applications, this session will cover success stories, failures, and lessons learned through specific case studies, supported by relevant statistics and data.

Participants will leave with actionable steps, understanding how to address programming gaps, connect with community resources, and create a more inclusive environment within their department. Book now for a transformative experience that equips you to lead change and better support students exploring non-traditional career paths.



1-2 hours



No prep work needed



Good for any staff level



Can be presented virtual



Best presented In-person



Can be presented hybrid

Ready To Book?

Pricing

We offer flexible pricing options for our workshops, with a per-workshop rate starting at just \$100. If you are organizing a paid event, we can discuss a revenue-sharing model. Contact us to explore pricing options that best fit your needs and budget.

If you are signed up for our Subscription Program, your plan may include workshops! Email your account manager to discuss scheduling and pricing.

Not sure who your account manager is? Email support@outgrowyourgarage.com and we'll get you connected.

Book Us

If you're ready to book Outgrow Your Garage for your next event or workshop, fill out our [book us form](#) or email us at info@outgrowyourgarage.com