



Applications Are Open!

The Commonwealth Forum for Sole Proprietors and Small Business Owners

The Commonwealth Institute's Forum for Sole Proprietors is entering its second year and we are expanding our reach to meet the needs of a growing community of smaller women-led businesses. We've talked to the CEOs of these companies and have learned that they could not only benefit from a Forum of their own, but desperately need the peer to peer mentoring that takes place in a Forum.

So, if you are CEO and/or President of a company, have revenue of \$100K or more, have been in business at least 3 years, this could be just what you need to propel your business forward.

The Forum Experience

A Commonwealth Forum will give you a chance to work with other successful women entrepreneurs in a small-group, non-competitive, confidential setting. Together, you will address ways to take advantage of business opportunities and solve issues that impact your company's success. It's like having your very own monthly advisory board meeting. The strong peer-mentoring aspect of the Commonwealth Forum creates a powerful, enduring support network for both your growth as an entrepreneur and as an individual.

Specifics

- Monthly, half-day sessions scheduled a year in advance
- Led by an experienced TCI Forum leader
- 8 – 10 members from diverse but non-competitive industries
- Forum participation includes TCI membership
- Fee \$1,500/year (minimum commitment of one year)

Curriculum

Each month an outside speaker will join us to address issues that are critical to most small businesses. The specific topics will be decided by the members of the group. Topics might include:

- Business Plan Development
- Value Proposition Creation
- Personal and Company Branding
- Business Development & Alternative growth strategies
- Social Media & Electronic Marketing
- Partnerships, Strategic Alliances, Contractor & Freelance Talent
- Banking, Legal and Accounting Relationships
- Selling & Pricing Strategies

Forum Leader



Barbara Marx is Principal in Marx+, a marketing consultancy that specialized in positioning, branding and messaging. Over the course of her career she has been engaged by emerging growth companies as well as industry leaders such as AT&T, Digital Equipment and Lotus Development/IBM. Prior to starting Marx+ she was Vice President of Strategic Marketing for Fidelity Investments' 401(k) business. Barbara has held a variety of executive positions including Vice President of Corporate Marketing for Computervision and General Manager and SVP of Hill and Knowlton New England. Barbara is a past president of The Boston Club and currently serves on the Board of The Commonwealth Institute.

For More Information

A Commonwealth Forum is a valuable investment in yourself and your business. To explore this opportunity further, please contact Abby Tracy at (617) 888-7156 or atracy@commonwealthinstitute.org.

About The Commonwealth Institute

Since 1997, The Commonwealth Institute (TCI) has helped over 1,000 women grow their businesses. Through membership, educational seminars, topic-specific programming and signature events, TCI has gained the reputation of being a leading women's organization in Massachusetts and South Florida. The cornerstone of the TCI approach are CEO and Corporate Forums, which feature facilitated peer mentoring. In 2009, TCI expanded membership to include CEOs in New Hampshire and CEOs of nonprofit organizations.