In order to maintain a competitive edge in today’s complicated business environment, small businesses need **key persons** who can think critically, motivate teams, and implement action plans to reach strategic initiatives.

**Participants in this interactive program will learn:**

- To identify and understand strengths-based leadership styles in themselves and others
- Communication strategies for active listening, coaching, delegating, and mastering difficult conversations
- A basic understanding of financial statements to build a higher level of awareness related to the organization’s bottom-line performance
- The importance of having standard operating procedures to efficiently deliver a consistently high quality product or service
- An understanding of the interaction between the marketing and sales process, and an awareness of how each person in the business is critical for sales
- Goal setting and time management strategies to work on the right things at the right time.

The Key Persons Leadership Development leverages powerful principles of adult learning, instilling course content through discussion forums, group exercises, and action plans with weekly accountability checks.

7 sessions: Oct 21, Nov 4, 11, 18, Dec 2, 9, 16
Cost: $1995 per participant
($1500 each additional participant from same company)

Call 716-885-5715 to register or email: mgt-cel@buffalo.edu

Thank you to our sponsor:
Registration Form
Fall 2021 Key Persons Leadership Development Program

Note: If you are using an assistive device and need assistance completing a registration form, please contact the Center for Entrepreneurial Leadership at 716-885-5715 or mgt-cel@buffalo.edu

Personal Information (Participant #1)

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
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<tr>
<td>Company</td>
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Personal Information (Participant #2)

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Course Registration

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<th>Fee</th>
<th># of participants</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Key Persons Leadership Development Program – 1st Participant</td>
<td>$1,995</td>
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<tr>
<td>Key Persons Leadership Development Program - Additional attendees from same company Reduced Price (1st person pays full price; additional people pay discounted price)</td>
<td>$1,500</td>
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<td><strong>TOTAL: (Due by October 11, 2021)</strong></td>
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Payment accepted via UB CEL’s secure payment portal:  
http://mgt2.buffalo.edu/apps/celVariablePayment/

Sign and Submit Form

I authorize the University at Buffalo to process my registration for course listed on this registration form. I understand that once a course is accessed either by attendance or lessons on-line, there are no refunds. I hereby authorize CEL to charge to my account payments for the Key Persons Leadership Development Program as outlined above.

<table>
<thead>
<tr>
<th>Signature</th>
<th>Date</th>
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</table>

Submit Form to:  UB Center for Entrepreneurial Leadership  
77 Goodell St., Ste. 201  
Buffalo, NY 14203  
Fax: 716-845-6999  
Email: mgt-cel@buffalo.edu