

## Certified Business Engagement Professional™ CBEP Accredited Course

### Program Outline – Session Topics – Meeting Dates – Learning Outcomes

The Certified Business Engagement Professional (CBEP) program was developed for business services supervisors/managers and employer-facing staff in workforce development and education. Earn the nation’s only accredited CBEP Certification by completing a seven-week, facilitator-led business engagement online course to gain the necessary knowledge and skills to successfully engage business and industry. Note that course work is required to earn the CBEP Certification. Business U is accredited by the International Association for Continuing Education and Training (IACET) and is authorized to issue the IACET CEU.

2022 CBEP National Cohorts	Start Date	End Date
<b>Cohort 12</b>	<b>February 3, 2022</b>	<b>March 17, 2022</b>
<b>Cohort 13</b>	<b>September 8, 2022</b>	<b>October 20, 2022</b>

**Facilitator:** Christine Bosworth, Ed.D. [Christine@business-u.net](mailto:Christine@business-u.net)  
**Support Coordinator:** Shayne Nelson, CBEP [Shayne@business-u.net](mailto:Shayne@business-u.net)

### CBEP COURSE STRUCTURE

- All sessions start at 11:00 am PT | 1:00 pm CT | 2:00 pm ET.
- All sessions are 1 hour and 30 minutes (total 90 minutes).
- This is a highly interactive online course that is facilitator-led with active participant interaction.
- There are coaching sessions built into each meeting to complete the CBEP assignments for certification.
- Participants will demonstrate the course learning outcomes in each assignment they submit including during the final consultation with their facilitator.
- The facilitator will provide feedback on all assignments submitted as well as on the assignments that have been resubmitted to achieve the required learning outcomes for that specific session topic.
- The course facilitator will lead peer-to-peer workshopping opportunities during each session to reinforce the course competencies. Cohort participants can also request to have their assignments workshopped during and after each session to fully grasp the learning outcomes and to complete the CBEP assignments successfully.
- The CBEP course is 7 weeks, and it requires at least 3 hours per week (this includes the weekly 90-minute meetings) from each cohort member and/or team, plus a final one-hour consultation with the course facilitator.
- Upon the successful completion of the course, the participant will have earned the Certified Business Engagement Professional Certification and the professional designation “CBEP” (Certified Business Engagement Professional™). The participants can use the “CBEP” designation in their signature.
- The participant’s personalized and accredited certification will be emailed as an electronic copy. Additionally, a hard copy with a gold foil border for framing will be mailed to the address on the participant’s registration form.
- The CBEP Certification will document the Continuing Education Units (CEU) earned: 2.1 CEUs. Business U’s accrediting agency (IACET), and the U.S. Department of Education define the CEU standard of measurement as: 1 CEU = 10 contact hours.

## CBEP COURSE TOOLKIT

- A course toolkit will be mailed to the mailing address provided on the participant’s registration form—the kit will also be available electronically. The kit will contain the following items:
- Welcome letter from the facilitator.
- Attendance policy
- Learning outcomes
- Course outline: session topics and meeting dates
- Description of assignments to earn the CBEP Certification.
- Weekly call-in details to attend the webinar sessions - Zoom is the platform Business U uses to conduct the live and interactive sessions between the facilitator and participants.
- Advice from CBEP course graduates to help set expectations to successfully earn the certification.
- Business U document holder.
- Login guide to Business U’s learning management system called the “eUniversity” (eU). The eU’s Collaborative Forum is where the Cohort participants submit their CBEP assignments and interact with the facilitator after class to receive feedback on each submission and re-submission to achieve the learning outcomes. The eU is also where the Cohort can also interact with other Cohort participants for peer-to-peer learning and to share business engagement challenges and best/promising practices.



907 Westwood Blvd., Suite 324 | Los Angeles, CA 90024 | Tel: 310.405.1066

Email: [info@Business-u.net](mailto:info@Business-u.net) | Website: [www.business-u.net](http://www.business-u.net)

# Program Outline – Session Topics – Meeting Dates – Learning Outcomes

## **CBEP Cohort 12**

**Start Date: February 3, 2022**

**End Date: March 17, 2022**

**All sessions start at 11:00 am PT | 1:00 pm CT | 2:00 pm ET**

## **Week 1: Business Engagement Framework – February 3, 2022**

### **Topics**

-  Orientation
-  Business Engagement Approach: Demand-driven and Market-responsive
-  Business Engagement Relationship Development
-  Transactional and Transformational Business Engagement

### **Learning Outcomes**

- Self-identify transactional and transformational business engagement behaviors and outreach efforts.
- Understand the difference between transformational and transactional engagement strategies.
- Apply the fundamentals of developing trust and credibility with employers and partners by strategically increasing meaningful interactions and decreasing expectations.
- Understand the difference between delivering business services and implementing business engagement strategies.
- Understand the need to differentiate a "business" from an "employer."
- Learn to "drop" agendas and decrease expectations to meet the immediate needs of business.
- Apply relationship building principles to develop a transformational relationship with business and industry.
- Understand the difference between supply and demand engagement approaches.

## **Week 2: Expanding Business Engagement Opportunities – February 10, 2022**

### **Topics**

-  Value Propositions (Features vs. Benefits)
-  Demand-driven Value Propositions Across Business Customer Touch-Points
-  Workforce Metrics That Matter to Employers
-  Strategic Business Engagement Outcomes (Goals-Strategies-Tactics-Measurable Objectives)

### **Learning Outcomes**

- Articulate the difference between a program feature and its associated benefit.
- Translate program features into benefits to create relevancy and value for business customers.
- Develop value propositions across all business-customer touch-points to expand job seeker and student opportunities including work-based learning strategies.
- Apply demand-driven engagement strategies and tactics that are specific to a business audience.
- Understand the differences between a strategy and tactic.
- Apply measurable objectives to engagement strategies and tactics.

- Apply business engagement goals, strategies, tactics and measurable objectives to achieve desired outcomes.
- Understand workforce development metrics that matter to an employer.

### **Week 3: Workforce Development Strategies – February 17, 2022**

#### **Topics**

- 📖 Collaboration
- 📖 Business Solutions Portfolio
- 📖 Business Cycle
- 📖 Resource Alignment and Leveraging
- 📖 Referral Process

#### **Learning Outcomes**

- Expand reach and engage businesses as a customer or partner without duplicating efforts.
- Avoid transactional “asks” that fatigue the market and create duplicated efforts.
- Leverage an increased portfolio of partner (Economic Development, Education, Dept of Rehab, Chamber, SBDC, etc.) services and business solutions to expand reach and build credibility within the community and regionally.
- Work with community and regional partners to become a solutions-driven resource that employers’ value as a result of providing access and connections to solve more immediate business challenges; even if you are not delivering those services.
- Contribute to a solutions portfolio to help businesses solve their most immediate challenges even if those solutions are services you do not provide.
- Align referral processes (“getting” & “giving”) with regional partners and business services teams to expand outreach opportunities.

### **Week 4: Engagement Strategies: One-to-One & One-to-Many – February 24, 2022**

#### **Topics**

- 📖 Needs Assessment
- 📖 Multi-layered Probing Question
- 📖 Pitches
- 📖 Communication Platform
- 📖 3rd Party Credibility Guide
- 📖 Working with Banks (Optional)

#### **Learning Outcomes**

- Apply a standardized needs assessment to validate data for hiring and training needs.
- Gather and leverage data from needs assessments to provide business customers with market and sector insight
- Understand when to use clarifying versus probing questions during a consultation by applying a multi-layered communication approach.
- Develop six innovative and demand-driven “Pitches” focused on a business audience.
- Understand the value of gathering and promoting 3rd party testimonials from current business customers.

## Week 5: Prospecting – March 3, 2022

### Topics

- 📖 Prospecting & Prospecting Tools
- 📖 Communication Platform: A Consultative Approach to Engagement
- 📖 Segmenting B2C & B2B Outreach Efforts
- 📖 LinkedIn Strategies

### Learning Outcomes

- Understand the meaning of prospecting for new customers.
- Understand what it means that prospecting is the art of opening a new relationship.
- Strategically segment customer and prospecting lists.
- Apply prospecting tools to open opportunities for engagement.
- Awareness of two overarching items that cause poor prospecting results.
- Awareness of three overarching items to focus on when prospecting.
- Implementing prospecting research.
- Consider three overarching questions to develop a prospecting call-to-action.
- Leverage online professional profiles to engage business and industry.

## Week 6: Overcoming Objections & Recovery Work – March 10, 2022

### Topics

- 📖 Final Consultation Overview: Instructions & Schedule
- 📖 Overcoming Objections
- 📖 Recovery Work

### Learning Outcomes

- Learn that business customer objections can be an opportunity to increase interaction.
- Apply value propositions to overcome objections.
- Know that objecting to something "new" is a normal human response.
- Classify objections into four categories: Trust - Quality - ROI - Stall.
- Apply the Feel–Felt–Found formula to overcome employer objections.
- Implement operational processes to overcome objections.
- Preempt objections by using an objection management document.
- Differentiate between overcoming objections and recovery work.
- Use the concept of monetizing service offerings to use as a recovery tool.
- Understand that recovery work and overcoming objections require different strategies.

## Week 7: Monetizing Business Services – March 17, 2022

### Topics

- 📖 Monetizing business services
- 📖 Workshop assignments in process

### Learning Outcomes

- Show instead of “Tell” employers the benefits of publicly-funded business services.
- Learn what it means to monetize value-based business services.
- Understand the psychological devaluing of dangling “free” or “no cost” as a value statement.
- Differentiate between monetized and fee-based business services.
- Focus on the outcome to highlight delivering benefits attached to business services.
- Learn what the overarching differences are between: Price – Cost – Worth – Value.
- Understand the business perspective of “value calculation.”
- Understand that value is “relative” and differs from person to person.
- Learn the “mother-tongue” of business—Return on Investment (ROI).
- Calculate ROI using tangible and/or intangible “value” for a business customer.
- Calculate Social Return on Investment (SROI) to demonstrate economic impact to funders.
- Apply operational process steps to develop a monetized and value-based business engagement strategy.



# Program Outline – Session Topics – Meeting Dates – Learning Outcomes

## **CBEP Cohort 13**

**Start Date: September 8, 2022**

**End Date: October 20, 2022**

**All sessions start at 11:00 am PT | 1:00 pm CT | 2:00 pm ET**

## **Week 1: Business Engagement Framework – September 8, 2022**

### **Topics**

- 📖 Orientation
- 📖 Business Engagement Approach: Demand-driven and Market-responsive
- 📖 Business Engagement Relationship Development
- 📖 Transactional and Transformational Business Engagement

### **Learning Outcomes**

- Self-identify transactional and transformational business engagement behaviors and outreach efforts.
- Understand the difference between transformational and transactional engagement strategies.
- Apply the fundamentals of developing trust and credibility with employers and partners by strategically increasing meaningful interactions and decreasing expectations.
- Understand the difference between delivering business services and implementing business engagement strategies.
- Understand the need to differentiate a "business" from an "employer."
- Learn to "drop" agendas and decrease expectations to meet the immediate needs of business.
- Apply relationship building principles to develop a transformational relationship with business and industry.
- Understand the difference between supply and demand engagement approaches.

## **Week 2: Expanding Business Engagement Opportunities – September 15, 2022**

### **Topics**

- 📖 Value Propositions (Features vs. Benefits)
- 📖 Demand-driven Value Propositions Across Business Customer Touch-Points
- 📖 Workforce Metrics That Matter to Employers
- 📖 Strategic Business Engagement Outcomes (Goals-Strategies-Tactics-Measurable Objectives)

### **Learning Outcomes**

- Articulate the difference between a program feature and its associated benefit.
- Translate program features into benefits to create relevancy and value for business customers.
- Develop value propositions across all business-customer touch-points to expand job seeker and student opportunities including work-based learning strategies.
- Apply demand-driven engagement strategies and tactics that are specific to a business audience.
- Understand the differences between a strategy and tactic.
- Apply measurable objectives to engagement strategies and tactics.

- Apply business engagement goals, strategies, tactics and measurable objectives to achieve desired outcomes.
- Understand workforce development metrics that matter to an employer.

### **Week 3: Workforce Development Strategies – September 22, 2022**

#### **Topics**

- 📖 Collaboration
- 📖 Business Solutions Portfolio
- 📖 Business Cycle
- 📖 Resource Alignment and Leveraging
- 📖 Referral Process

#### **Learning Outcomes**

- Expand reach and engage businesses as a customer or partner without duplicating efforts.
- Avoid transactional “asks” that fatigue the market and create duplicated efforts.
- Leverage an increased portfolio of partner (Economic Development, Education, Dept of Rehab, Chamber, SBDC, etc.) services and business solutions to expand reach and build credibility within the community and regionally.
- Work with community and regional partners to become a solutions-driven resource that employers’ value as a result of providing access and connections to solve more immediate business challenges; even if you are not delivering those services.
- Contribute to a solutions portfolio to help businesses solve their most immediate challenges even if those solutions are services you do not provide.
- Align referral processes (“getting” & “giving”) with regional partners and business services teams to expand outreach opportunities.

### **Week 4: Engagement Strategies: One-to-One & One-to-Many – September 29, 2022**

#### **Topics**

- 📖 Needs Assessment
- 📖 Multi-layered Probing Question
- 📖 Pitches
- 📖 Communication Platform
- 📖 3rd Party Credibility Guide
- 📖 Working with Banks (Optional)

#### **Learning Outcomes**

- Apply a standardized needs assessment to validate data for hiring and training needs.
- Gather and leverage data from needs assessments to provide business customers with market and sector insight
- Understand when to use clarifying versus probing questions during a consultation by applying a multi-layered communication approach.
- Develop six innovative and demand-driven “Pitches” focused on a business audience.
- Understand the value of gathering and promoting 3rd party testimonials from current business customers.

## Week 5: Prospecting – October 6, 2022

### Topics

- 📖 Prospecting & Prospecting Tools
- 📖 Communication Platform: A Consultative Approach to Engagement
- 📖 Segmenting B2C & B2B Outreach Efforts
- 📖 LinkedIn Strategies

### Learning Outcomes

- Understand the meaning of prospecting for new customers.
- Understand what it means that prospecting is the art of opening a new relationship.
- Strategically segment customer and prospecting lists.
- Apply prospecting tools to open opportunities for engagement.
- Awareness of two overarching items that cause poor prospecting results.
- Awareness of three overarching items to focus on when prospecting.
- Implementing prospecting research.
- Consider three overarching questions to develop a prospecting call-to-action.
- Leverage online professional profiles to engage business and industry.

## Week 6: Overcoming Objections & Recovery Work – October 13, 2022

### Topics

- 📖 Final Consultation Overview: Instructions & Schedule
- 📖 Overcoming Objections
- 📖 Recovery Work

### Learning Outcomes

- Learn that business customer objections can be an opportunity to increase interaction.
- Apply value propositions to overcome objections.
- Know that objecting to something "new" is a normal human response.
- Classify objections into four categories: Trust - Quality - ROI - Stall.
- Apply the Feel–Felt–Found formula to overcome employer objections.
- Implement operational processes to overcome objections.
- Preempt objections by using an objection management document.
- Differentiate between overcoming objections and recovery work.
- Use the concept of monetizing service offerings to use as a recovery tool.
- Understand that recovery work and overcoming objections require different strategies.

## Week 7: Monetizing Business Services – October 20, 2022

### Topics

- 📖 Monetizing business services
- 📖 Workshop assignments in process

### Learning Outcomes

- Show instead of “Tell” employers the benefits of publicly-funded business services.
- Learn what it means to monetize value-based business services.
- Understand the psychological devaluing of dangling “free” or “no cost” as a value statement.
- Differentiate between monetized and fee-based business services.
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- Calculate ROI using tangible and/or intangible “value” for a business customer.
- Calculate Social Return on Investment (SROI) to demonstrate economic impact to funders.
- Apply operational process steps to develop a monetized and value-based business engagement strategy.



## COST TO ATTEND THE CBEP COURSE – COHORT 12 or 13

Business U is offering CBEP registrations for Cohort 12 or 13 that are associated with MAX and use the Business U/MAX registration form to reserve their seat, a 25% discount.

The cost per participant is \$937.50 as oppose to \$1,250 per participant, a \$312.50 savings.



907 Westwood Blvd., Suite 324 | Los Angeles, CA 90024 | **Tel:** 310.405.1066

**Email:** [info@Business-u.net](mailto:info@Business-u.net) | **Website:** [www.business-u.net](http://www.business-u.net)

1. Please email your registration form to [Shayne@Business-u.net](mailto:Shayne@Business-u.net)
2. If there are multiple registrations and the organization and billing address are the same as the first registration, you can write "same" in the required box for all participants.

<b>MAX CBEP Registration Form</b> Please mark on your registration form which Cohort you want to attend: Cohort 12 <input type="radio"/> Start Date: February 3, 2022 – End Date: March 17, 2022 Cohort 13 <input type="radio"/> Start Date: September 8, 2022 – End Date: October 20, 2022	
Participant Name	
Organization Name	
Job Title	
Email Address	
Telephone #	
Billing Address	
<b>Please print clearly or type your Mailing Address. This is where you will receive your CBEP course toolkit.</b>	
<b>Participant or Manager Signature:</b> <b>Date:</b>	

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## MAX CBEP Registration Form

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Cohort 13  Start Date: September 8, 2022 – End Date: October 20, 2022

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