

## **The Learning Lab: The First Quarter Focus - Business Foundations for 2025** **Presented by Achieve Professional Development Group in Partnership with the** **YMCA**

Kick-off 2025 with **The First Quarter Focus - Business Foundations for 2025**, an 8-week workshop series that equips entrepreneurs and business professionals with the tools and strategies needed to build a strong foundation for success in the new year.

This series focuses on key business areas such as goal-setting, market research, financial fitness, branding, and leadership, helping to develop a comprehensive strategy for growth. Each session provides valuable insights into crafting actionable business goals, refining marketing strategies, and understanding the latest productivity and financial trends for the year ahead.

Throughout this hands-on series, participants will explore how to align business goals with a clear vision for 2025, prepare their finances for the year with solid budgeting and tax planning, and optimize their marketing efforts with updated branding and digital strategies.

Additionally, the workshops will cover effective leadership techniques for team motivation, productivity tools for streamlining operations, and important legal and tax considerations to ensure compliance and success.

Whether you're looking to set impactful goals, improve your leadership, or refine your operations, The Learning Lab will provide the insights and practical strategies to drive your business forward in 2025.

## Workshop Series Overview:

### 1. New Year, New Business Goals

Kick off 2025 by aligning your business goals with a clear vision for the year ahead. Learn how to set SMART goals that are actionable and measurable.

### 2. Market Research & Planning for 2025

Dive into industry trends, competitor analysis, and customer insights to refine your business plan. This workshop will equip you with the tools to adjust your strategy for the year ahead and position your business for success in an ever-evolving market.

### 3. Financial Fitness

Prepare your business for tax season, create an actionable budget, and discover new funding opportunities to fuel your growth.

### 4. Brand Refresh & Marketing Strategies

Learn how to optimize your digital presence, adapt to marketing trends, and enhance your brand's visibility to attract new customers and retain existing ones.

### 5. Streamlining Operations for Success

Streamline your workflows and improve your efficiency with actionable strategies that will save you time and increase your productivity in 2025.

### 6. Leadership & Team Renewal

Recharge your leadership strategies and re-align your team for success. Learn how to motivate and inspire your team and identify your leadership style to become a more effective and confident leader.

### 7. Legal & Tax Essentials for 2025

Learn about tax filing requirements, contract reviews, and staying compliant with regulations in 2025 to avoid costly mistakes.

By attending this workshop series, you will gain essential skills and knowledge across key areas of business— from goal setting and financial planning to marketing and leadership. Whether you're just starting out or looking to grow, these workshops will provide you with the tools and insights to make 2025 your most successful year yet.