MADE IN NY™

TRAINING & EDUCATION

uncover hidden potential

NYC
Michael R. Bloomberg
Mayor

Small Business Services

NYC BUSINESS SOLUTIONS

inspire employees,

attract more business, give the competition a run for its money

Re-think your business model. Refresh your team's skill set. Realize new business opportunities.

Thanks to a new partnership between the Mayor's Office of Media and Entertainment's Made in NY and the New York City Department of Small Business Services' NYC Business Solutions, you can uncover the hidden potential of your creative team— and your business — and compete in new areas you never thought possible.

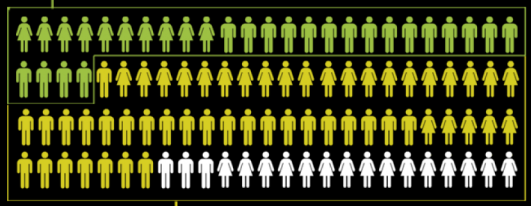
- **FOR YOUR EMPLOYEES:** Customized training to fit your business needs
- **FOR YOU:** Strategic Steps for Growth, an executive education program

Develop a true competitive edge and unlock your business' growth potential.

TRAINING BOOSTS
your team's skills & your company's value

29% 29% of the U.S. workforce are engaged employees

Deep connection to the company they work for



71% of the U.S. Workforce are disengaged employees

Employees who are unhappy on the job, are unproductive and/or perform without any enthusiasm or care for their work

47% of employees believe they would become more engaged if they were given additional career opportunities and training

What does an unmotivated workforce cost U.S. companies? $300 billion

41 ENTREPRENEURS WHO HAVE COMPLETED THE

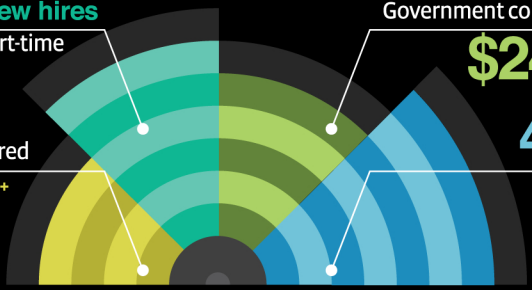
Strategic Steps for Growth curriculum have reaped the benefits

160 new hires
100 full-time, 60 part-time

Government contracts won
$24 million+

New financing secured
$1.6 million+

41%
Average increase in revenues



TRAINING CUSTOMIZED to your needs

EXAMPLES OF TRAININGS

- Commercial Music
- Record Production
- Commercial Photography
- Photography
- 3D Computer Animation
- Computer Arts
- Computer Visualization
- Animation
- Content Development
- Creative & Media Writing
- Creative Digital Media
- Creative Sound & Music
- Sound Design
- Design for Film & Media
- Scriptwriting
- TV & Radio Production
- Film Production
- Studio Production
- Commercial Production
- Special Effects
- Graphic Design
- Typography
- Motion Graphics
- Advertising

Multiply your productivity by training your team members. Be more competitive and serve new customers. If your employees need new skills to grow your business, our customized training program can help fund the training needed to unleash their hidden potential. We support training that aims to improve employee performance, grow your market share, and diversify your revenue streams.

Benefits to your business:

- Work with a specialist to craft a training proposal customized to your business' needs

Funding can cover up to 70% of your training costs, if awarded (funds are distributed on a reimbursement basis)

UNCOVER YOUR EMPLOYEES' POTENTIAL
APPLY FOR FUNDING TODAY
BY EMAILING TRAINING@SBS.NYC.GOV

For more information, call 311, ask for "NYC Business Solutions Training"

EXECUTIVE EDUCATION
customized growth plan

Strategic Steps for Growth gives you the tool to grow your business. This nine-month executive education program is designed for media and entertainment firms, and is facilitated by the NYU Leonard N. Stern School of Business' Berkley Center for Entrepreneurship and Innovation.

You'll gain knowledge and experience through the study of real-life business cases. You'll create a Three-Year Strategic Growth Action PlanTM specific to your business needs. Along the way you'll learn from industry leaders and other entrepreneurs.

WHO CAN APPLY?

Firms interested in the program must have:

- a main operation within the five boroughs of New York City
- at least one full-time employee
- at least one year in operation
- minimum annual gross revenues of $150,000

HOW DO YOU APPLY?

Applications are now being accepted for classes starting September 25, 2012

- Deadline for applications is June 22, 2012.
- Apply online at: www.nyc.gov/strategicsteps

UNCOVER YOUR OWN POTENTIAL.
APPLY FOR STRATEGIC STEPS FOR GROWTH TODAY!

For more information, call 311, ask for "Strategic Steps for Growth"
or log onto NYC.gov and search for "Strategic Steps for Growth"

more ways to grow your business

NYC Business Solutions is a set of FREE services that helps businesses start, operate and expand in New York City. Whether you need financing assistance, recruitment or ways to access new business opportunities with the City, NYC Business Solutions can work for you — at no cost.

For more information, call 311, ask for "NYC Business Solutions"
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nycbusiness-solutions.com

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