Facilitator *Proposal*

Thank you for your interest in partnering with the Surrey & White Rock Board of Trade (SWRBOT). We appreciate your willingness to share your expertise with our dynamic business community.

The Business Growth Academy is designed for today's busy professionals and entrepreneurs who are seeking practical, high-impact ways to strengthen their operations and build new capabilities. Our members value learning that bridges the gap between traditional education and real-world business scaling —knowledge that can be applied immediately, without a significant investment of time or capital. Your insights have the potential to serve as a catalyst, helping our members professionalize their operations and achieve sustainable growth.

WHY FACILITATE WITH US?

The Business Growth Academy (BGA) is a premier educational initiative of SWRBOT. It provides business owners and employees with practical knowledge, strategic insights, and essential skills necessary for sustainable growth. By leading a session, you help participants benefit from:

- Immediate Workplace Application: Targeted workshops and seminars that deliver high-quality content designed to be applied immediately to solve real-world business challenges.
- Empowered Decision-Making: Strategic insights that build an individual's confidence, resulting in better decisions.
- High-Impact Skill Development: Professional development offerings that are curated to address high-priority skill gaps and to build business capacity.
- Flexible, Innovative Formats: To minimize time away from the workplace while maximizing value, we offer innovative delivery, including virtual or in-person workshops, peer-to-peer cohorts, and micro-credentials.

Note: As a facilitator, you are volunteering your time and expertise from a servant leadership standpoint. To maintain high professional standards, the BGA follows a strict Educational First policy. We ask that facilitators refrain from actively selling products or services during their presentation. Our members value usable, relevant information. Speakers who provide high-impact practical knowledge naturally generate the most interest and are frequently approached for further resources and professional connections following the session.

PART 1: PROPOSED BUSINESS WORKSHOP DETAILS

Workshop Title: _____

Topic (Select One):

☐ **Finance & Operations:** (Accounting, Finance, Business Operations)

☐ **People & Culture:** (HR, Leading People, Soft Skills)

☐ **Strategy & Growth:** (Sales, Marketing, Managing Growth)

☐ **Leadership & Professional Effectiveness:** (Managing Self, Executive Education)

☐ **Other**

Workshop Overview: Describe the workshop and how you will engage participants (approx. 180 words):

_____
_____
_____
_____
_____
_____

Learning Objectives (3-5 practical takeaways):

1. _____
2. _____
3. _____
4. _____
5. _____

Target Audience – (indicate more than one if applicable):

- _____
- _____
- _____

PART 2: SPEAKER PROFILE AND INDUSTRY SECTOR

Are you a member of the Surrey & White Rock Board of Trade? ☐ Yes ☐ No
Please note that SWRBOT members will be given priority consideration.

Select the sector that most closely represents your expertise or primary professional background:

☐ Professional Services & Advisory
(Human resources, consulting, coaching, legal, accounting, business advisory)

☐ Corporate / Private Sector
(Manufacturing, technology, professional services firms)

☐ Education & Training
(Post-secondary, continuing education, technical or vocational training)

☐ Finance & Financial Services
(Banking, lending, investment, insurance, financial advisory)

☐ Government & Public Sector
(Federal, provincial, municipal, Crown corporations, public agencies

☐ Health & Life Sciences
(Healthcare delivery, health administration, life sciences, wellness)

☐ Non-Profit & Social Impact
(Charities, NGOs, associations, advocacy organizations)

☐ Entrepreneur / Founder / Operator
(Self-employed, business owner, startup or scale-up leader)

☐ Other _____

PART 3: CREDENTIALS AND SUBMISSIONS

Required Support Documents:

- References: Contact info for 2 references who can attest to your expertise and facilitation experience.
- Experience: A list of at least 2 previous speaking engagements.
- Professional Bio: Resume (including designations), LinkedIn profile, 100 to 200-word biography, and a headshot.
- Video Recording: A video link or recording of a past speaking engagement or workshop (preferably showing audience interaction) to evaluate delivery style and audience engagement.

Ready to submit? Please send this completed form and additional documents to Rhona Doria at rhona@swrbot.com.

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