

## Becoming an Instructor at Hannah Grimes



The Hannah Grimes Center offers many different workshops and programs to entrepreneurs in our community as part of our mission to inspire them to innovate, connect, thrive and give back. Our entrepreneurs encompass a wide range of for profit and nonprofit businesses of varying stage, age, size and industry as we strive to serve all the entrepreneurs that are part of our local economy.

We have been fortunate to have a cadre of skilled volunteers offering high quality workshops at Hannah Grimes. Our instructors are hands-on professionals who are passionate about their interest area and sharing it. Workshops are not meant to be self-promotional, but it does present an opportunity for professionals to build credibility, visibility and relationships while investing in their local business community.

Our workshops are generally of two types – short 1-2 hour free workshops and longer, more in-depth half-day, full-day, or multi-day workshops which are fee based.

If you are interested in sharing your expertise in a free workshop at Hannah Grimes, contact Jillian Garcia at [Jillian@HannahGrimes.com](mailto:Jillian@HannahGrimes.com).

The following is the protocol in place if you are interested in offering a fee-based program.

- Present an entry level workshop, free of charge at HG.
- From that initial workshop, achieve a SMILE survey rating of 8.2 or higher out of a 10 point scale,
- The new instructor, after achieving a high rating from the free workshop, would then be invited to present more in-depth paid workshops at HG if they want.
- As part of HG's earned income Strategy, the workshop fee is split 50/50 between the presenter and HG.

For all of our workshops, Hannah Grimes:

- Markets the new workshops through our monthly e-newsletter and social media channels
- Offers our Conference room, which seats 14 comfortably at the table,
- Handles participant registration and collection of fees
- Pays the presenter in the case of a fee-based program

The Presenter is responsible for:

- Providing a well-written, compelling workshop description with learning objectives, following the format provided by the Program Coordinator
- Marketing and advertising to their circles
- Preparing a high-quality, in-depth, high-value learning experience
- Ensuring that all, if any, necessary communication with participants in preparation of the program has been completed through the reminder sent out by HG
- Ensuring that any promised follow up communications are made with attendees

We are currently working toward a model of ensuring that our workshops tie together into a broader curriculum. Let us know if you have a presentation that would lend itself to a series of progressive or more robust learning about a topic.