



COURSES, GUIDES & LEARNING

Elevate your skills.



9 WAYS TO MAKE YOUR BUSINESS MORE SIZE-INCLUSIVE

Implement these strategies to ensure that all of your customers feel valued and represented.

50 STARTUP FOUNDERS REVEAL WHY THEIR STARTUPS FAILED

In this eBook, hear directly from founders on the exact reasons why their businesses couldn't succeed.

360 LEADERSHIP PERSPECTIVE: WHAT DO YOU SEE?

Priscilla Archangel discusses perspective, what leaders miss and the importance of a well-rounded view of management.

BUILDING AN EDITORIAL CALENDAR

Our guide with everything you need to know to hand-build your editorial calendar – important for doing your own PR.

BUILDING A SUCCESSFUL ART-BASED BUSINESS

Marin Gardner took her art from hobby to full-time business. She shares insights on pricing, creating community and leveraging social media.

COURSERA FOR BUSINESS

Coursera for Business offers a wide range of online courses on business topics like entrepreneurship, leadership and marketing.

DASH

Want to learn web development and create your own website? Try this free course.

DOUBLE YOUR FREELANCING

An email course to help entrepreneurs, freelancers and other self-employed workers increase their rates and communicate their value to clients and customers.

EDX ENTREPRENEURSHIP COURSES

Check out free and paid entrepreneurship courses on edX, all hosted by top universities.

GOLDMAN SACHS 10,000 WOMEN

A free online business course for women worldwide, featuring ten essential topics, interactive activities and access to a global alumni community.

GOOGLE'S FUNDAMENTALS OF DIGITAL MARKETING

Google Digital Garage offers a free course on digital marketing fundamentals to help you build an online presence.

INTERCOM ON CUSTOMER ENGAGEMENT

Everything is about engagement. If you want to establish a loyal customer base, try reading this eBook.

HEATHER MEEKER GREEN ON EMPOWERING WOMEN THROUGH THE ART OF NEGOTIATION

It's time to elevate your negotiations. Meeker Green explains systemic and personal barriers while offering strategies to improve your skills and outcomes.

HERVENTURE

HerVenture is a user-friendly app offering women entrepreneurs in low- or middle-income countries essential business training on the go.

HOW TO BUILD A STARTUP

This free course covers everything about “the lean launchpad” – what you'll need to build a successful startup without extensive resources.

HOW TO START A BLOG AND GROW YOUR AUDIENCE

Whether you're interested in starting a blog as a source of income or as part of your brand building, it's worth checking out this guide.

HOW TO START A BUSINESS

This guide covers everything from naming to legal requirements (and comes with a startup kit!)

HUBSPOT ACADEMY LEARNING PATHS

Learn through a focused course curriculum. You'll most likely be interested in their programs for digital marketing, customer service or selling to customers.



INBOUND CERTIFICATION COURSE

HubSpot's Inbound Certification is a free course covering inbound marketing strategies – essential for entrepreneurs!

INTRODUCTION TO PUBLIC RELATIONS

Businesses that neglect public relations often regret it down the line. This free course serves as an introduction to the field.

KHAN ACADEMY

Khan Academy is a great resource for free, easy learning. Check out their featured interviews with entrepreneurs, or brush up on your financial literacy and understanding of generative AI.

LAUNCHPAD ON GLIDR

The platform helps teams map their business model and run experiments to gather key evidence.

LEAD SIZE-INCLUSIVELY WITH THESE 7

BUSINESS PRACTICES

Learn how to create a size-inclusive workplace.

LESSONS FROM A CREATIVE GROUNDBREAKER:

MELISSA ROSENTHAL, CHIEF CREATIVE

OFFICER AT CLICKUP

Rosenthal discusses building your branding and using AI to help your process.

NATIONAL WOMEN'S BUSINESS

COUNCIL (NWBC) RESOURCES

NWBC offers a monthly webinar series for upskilling and entrepreneurial advice, while regular roundtables give women entrepreneurs a chance to connect with one another.

THE NEW WAY TO SUPPORT YOUR EMPLOYEES

AND BUILD SUCCESS WITH AMY SPURLING

Spurling shares insights on how to support employees and build a supportive workplace culture.



SCORE (PART OF THE SMALL BUSINESS ADMINISTRATION)

Alongside its mentorship program, SCORE hosts webinars, local workshops and online courses for business training.

STARTUP GUIDE

An in-depth startup guide for both brand-new entrepreneurs and owners building established businesses. It covers topics such as funding, selling, product validation and tips from other entrepreneurs.

STARTUP LIBRARY

Hosted by Y Combinator, the YC Startup Library is a collection of videos, podcasts and essays for startup founders.

STARTUP RESOURCES

A curated list of the best startup tools, along with a weekly newsletter of all things dedicated to helping you build your business.

WORK FROM HOME TEAM-BUILDING

Are you in charge of a remote or hybrid team? These COVID-era tips for bonding and collaboration are as relevant as ever.