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## Great Bend Economic Development Presents Entrepreneurial Mindset Classes to Empower Local Entrepreneurs

GREAT BEND, KS – Great Bend Economic Development is excited to announce another partnership with NetWork Kansas, a collaboration aimed at empowering Barton County residents to think like an entrepreneur through the upcoming "Entrepreneurial Mindset" classes. Following the success of IGNITE Rural Business, a program that showcased the community's enthusiasm for entrepreneurial ventures, the demand for further education in this field has been on the rise.

With generous support from NetWork Kansas, the classes will be made more accessible, keeping the costs down for participants. NetWork Kansas, known for its commitment to fostering entrepreneurship and economic development, shares the vision of providing valuable education and support to individuals exploring entrepreneurship.

Led by co-facilitators, Jim Correll, Executive Director of the Innovative Business Resource Center, and Shelly Peacock, a local entrepreneur and past mentor with the IGNITE Competition, the classes aim to equip participants with the essential skills and mindset required for successful entrepreneurship.

The weekly classes are scheduled to begin on January 10 and will run until February 21, excluding February 14. Sessions will be held every Wednesday from 6 p.m. to 8 p.m. at the Great Bend Economic Development Offices, situated inside the Great Bend Events Center.

Course participants will engage in thought-provoking discussions, explore video content averaging one hour per week, and delve into the pages of "Who Owns the Ice House?"—a book featuring the inspiring journey of entrepreneur Clifton Taulbert. The curriculum also includes insightful visits from local entrepreneurs, offering firsthand perspectives on the challenges and triumphs of the entrepreneurial journey.

Jim Correll emphasizes that the class revolves around eight key life lessons: Choice, opportunity, action, knowledge, wealth, brand, community, and persistence. "Our objective is to open our participants' minds to a new way of thinking and approaching the challenges of business and daily life. By learning through the stories of successful entrepreneurs, we aim to showcase that there is more

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than one path to every destination in life, and a change in mindset can lead to great personal and professional fulfillment," said Correll.

This course is open to adults of all ages, whether they are considering starting their own businesses, are already in business, or are simply seeking new approaches to problem-solving. The deadline to register for the classes is January 8<sup>th</sup>. Registration fee is \$100 per person, this includes dinner at the start of each class. As an added incentive, if registrants attend at least 5 sessions, they will receive a 50% refund.

For more information on course content, schedule, and attendance tuition reimbursements, please contact GBED Staff at 620-796-2407 or via email [marketing@gbedinc.com](mailto:marketing@gbedinc.com). Registration is also available online at [www.gbedinc.com/gettingstarted](http://www.gbedinc.com/gettingstarted).

Great Bend Economic Development is committed to fostering a culture of entrepreneurship and innovation, empowering individuals to realize their business goals and contribute to the growth and vibrancy of our community. The IGNITE Rural Business competition has sparked the addition of the "Entrepreneurship Mindset" classes, upcoming "Co-Starters" classes as well as a pitch day intensive coming in Spring 2024. As a reminder, the deadline to compete in the next season of IGNITE is June 13, 2024, these classes are being offered to help participants and those interested in learning the philosophy of successful entrepreneurs. New to the competition this year, participants will earn extra credit for their participation in the added classes and intensives.

**About GBED (Great Bend Economic Development):**

*Our goal is to sustain Barton County's long-term economic health and vitality through the retention, expansion, and attraction of businesses and development that enhance property values, increase personal income, and positively contribute to the citizens' quality of life of Barton County.*

*Great Bend Economic Development leads the charge in creating workforce initiatives to sustain our current employers as well as initiatives that will help to support new employers that move to the community. Employers and jobseekers are encouraged to reach out to GBED with questions and concerns and GBED will either pair you up with a workforce partner to help you accomplish your goals, or work with you one-on-one to create solutions and positive outcomes. Together we will create a strong and sustainable workforce pipeline that will enable us to continue to grow Barton County.*

For more information about GBED visit: [www.gbedinc.com](http://www.gbedinc.com), call 620-796-2407, or email [marketing@gbedinc.com](mailto:marketing@gbedinc.com).

**About IGNITE:**

*IGNITE Rural Business Competition is a dynamic platform aimed at empowering entrepreneurs in Barton County. The competition encourages creativity, innovation, and community engagement, offering valuable grants to deserving businesses to fuel their growth and success. Learn about the competition and extra points IGNITE participants can receive by participating in these and other classes at [igniteks.com](http://igniteks.com).*

