

TowsonGlobal

Bridging Global Markets

At a Glance Information - October 2009

ANNOUNCEMENTS

- Check out TowsonGlobal's video tour on [YouTube](#)
- TowsonGlobal contributes to TU DECO's new blog: [People.Partners.Projects](#)
- TowsonGlobal supports [Global Entrepreneurship Week](#) November 16 – 22
- [Clay Hickson](#) will speak at [Alpha Kappa Psi's](#) Business Symposium, October 24, 2009

TOWSONGLOBAL EVENT

- October 28, 2009 [Unleashing Performance - Yours, Your Team's, and Your Organization's](#)

AFFILIATE EVENTS

- October 14, 2009 [Smart Start Your Business](#) (SBDC)
- October 15, 2009 [Introducing the Gaeltacht in Ireland, Maryland's Business Gateway to Europe](#) (WTCI)
- October 21, 2009 [Developing a Winning Business Plan](#) (SBDC)
- October 28, 2009 [Developing a Strategic Marketing Plan](#) (SBDC)
- October 29, 2009 [Selling IT Services to the Federal Government](#) (SBDC)

Get Back to Business Planning Fundamentals

Berry, Tim *Entrepreneur.com* 10/24/2008

In tough economic times it is important to get back to business basics. As you adjust your business plan to accommodate the current economic climate, remember to carefully evaluate business fundamentals and to focus on the people that are part of your team.

[Read More](#)

5 Employee Motivation Myths Debunked

Javitch, David *Entrepreneur.com*. 06/19/2009

“Business owners need to ensure that their employees are productive and eager to do the best job possible—this is especially true during today’s challenging economic times. Yet every industry and every organization has people who simply do not produce work in the quality that they are capable of providing; [creating] costly problems for a manager.” Money is not as effective as you think, and ignoring conflicts may impede productivity and motivation.

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Featured TowsonGlobal Event - October 28, 2009

Unleashing Performance - Yours, Your Team's, and Your Organization's

Establishing a business is a tough job filled with numerous challenges. Entrepreneurs have to run the company's daily operations while motivating employees, keeping investors happy and satisfying customers. You can truly unleash your venture's optimum performance only when you clearly understand your own vision and then are able to effectively communicate it to and inspire team members, partners, investors and other stakeholders-both current and future-to buy into your mission. In this presentation you will learn how to do just that.

[Learn More](#)

TowsonGlobal, the Business Globalization Center, is Towson University's international incubator that helps both domestic and foreign entrepreneurial ventures learn how to compete in the global economy, both at home and abroad. TowsonGlobal provides businesses a wide range of support, including high-quality, affordable office facilities; business counseling; mentoring; networking assistance; workshops and other educational forums; and access to an active advisory board comprised of executives in technology, financial and legal services, logistics, manufacturing, contracting and venture capital fields.

Contact TowsonGlobal!

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