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# SMARTSTART

A PASCO EDC PROGRAM

## REFOCUS WORKSHOP

Virtual Seminars

### JOIN US!

The Pasco EDC's SMARTSTART Program is bringing YOU a special session from CO.STARTERS.

**COST:** ~~\$75~~ Now FREE for Pasco County-based businesses

### REGISTRATION:

Find upcoming sessions at:  
[pascoedc.com/events](http://pascoedc.com/events)

### WHAT?

#### WHAT DOES REFOCUS COVER?

This two-hour virtual workshop will help participants find the focus and clarity needed to shift mindsets and find a new way forward. During the workshop, participants will determine immediate next steps needed to stabilize, reexamine their ventures using the CO.STARTERS Canvas, strategize how to better solve customers' changing needs, and learn how to adapt or refine their business models.

### WHO?

#### WHO DOES REFOCUS HELP?

*Entrepreneurs who are*

- Already in business
- Losing customers or having trouble getting new
- Struggling to figure out how to move forward
- Working in a quickly changing environment
- Feeling stuck
- Needing to shift direction

### HOW?

#### HOW DOES REFOCUS HELP?

*Refocus helps participants*

- Adapt to changing situations
- Challenge core assumptions
- Creatively problem-solve
- Tap into a virtual community of support
- Focus on priority activities
- Move forward

# REFOCUS

A CO.STARTERS Workshop

FOR MORE INFORMATION CALL OR EMAIL  
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