

No-cost
training for your
business and
employees

**NYC
MEANS
BUSINESS**



Small Business
Services

Mayor's Office for
Economic Opportunity



**NYC PROGRAM:
Training for
Your Employees**

NYC Department of Small Business Services (SBS)

Mission: To help unlock NYC economic potential by connecting New Yorkers to good jobs, creating stronger businesses, and building thriving neighborhoods across the five boroughs.



CAREERS

Working for NYC's residents to create equitable jobs and careers.



BUSINESSES

Helps NYC businesses to start, operate, and grow.



NEIGHBORHOODS

Building thriving neighborhoods for a better quality of life for all.

Training for Your Employees

This program is a direct response to the COVID-19 pandemic and designed to reduce the digital divide in NYC by helping **small business owners/employees** receive **NO-COST training** in the digital skills needed to build back, stabilize, and thrive in a post-COVID 19 business environment + COVID-19 safety training.

PROGRAM ELIGIBILITY:

Businesses must:

- be a NYC based business
- have at least 1 employee, working a minimum of 8 hours per week;
- be a for-profit business in operation for at least 6 months; and
- pay employee(s) during training

Employees must:

- be 18 years or older;
- work a minimum of 8 hours per week; and
- have worked at the business for at least 1 month.

Equipment needed:

An e-mail account and a computer, tablet, or mobile device with a camera, microphone, speaker, and internet access.

Launched: February 4th

Courses taught by: Lehman College

Languages: Select courses in Spanish & Chinese (Mandarin)



Training for Your Employees

COURSES: Digital Training and COVID-19 Safety.

Digital training are offered in three categories:

1. Operations
2. Marketing & Website
3. Sales & E-commerce

Essential technology tools and COVID-19 safety, including:

- Computer applications (e.g., computer basics)
- Google Workspace*† (Gmail, Sheets, Docs, Drive, Hangouts;)
- QuickBooks
- Microsoft Office 365 -Word, Excel, PowerPoint, Outlook, Access
- Zoom Essentials and Hosting *†
- Online marketing and creating a website*
- Online sales and e-commerce
- COVID-19 Safety
 - Health and hygiene in a pandemic*
 - COVID-19 safety for food and beverage businesses*
 - COVID-19 safety for retail*

*Offered in Spanish

†Offered in Simplified Chinese (Mandarin)



THE COURSES

DIGITAL OPERATIONS

- Communication: Google Meet and Gmail*^
- Document Creation: Google Docs, Sheets, Slides*^
- Data Collection, Surveys and Analysis: Google Forms*^
- Shared Cloud Storage: Google Drive*^
- Education: Google Classroom*^
- Zoom Essentials*^
- Scheduling and Managing Zoom Meetings (for Hosts) *^
- Computer Basics
- Mac Basics
- Microsoft Office Basics
- Microsoft Word: Part 1
- Microsoft Word: Part 2
- Microsoft Excel: Part 1
- Microsoft Excel: Part 2
- Microsoft Outlook: Part 1
- Microsoft Outlook: Part 2
- Microsoft PowerPoint
- Cloud Storage: Microsoft OneDrive
- Introduction to Microsoft Teams
- Microsoft Access- Desktop
- Quickbooks
- Payroll Fundamentals

DIGITAL MARKETING & WEBSITE

- Building an Online Presence
- Create Your Own Website*
- Finding New Customers Online

DIGITAL SALES & ECOMMERCE

- Selling Your Product Online

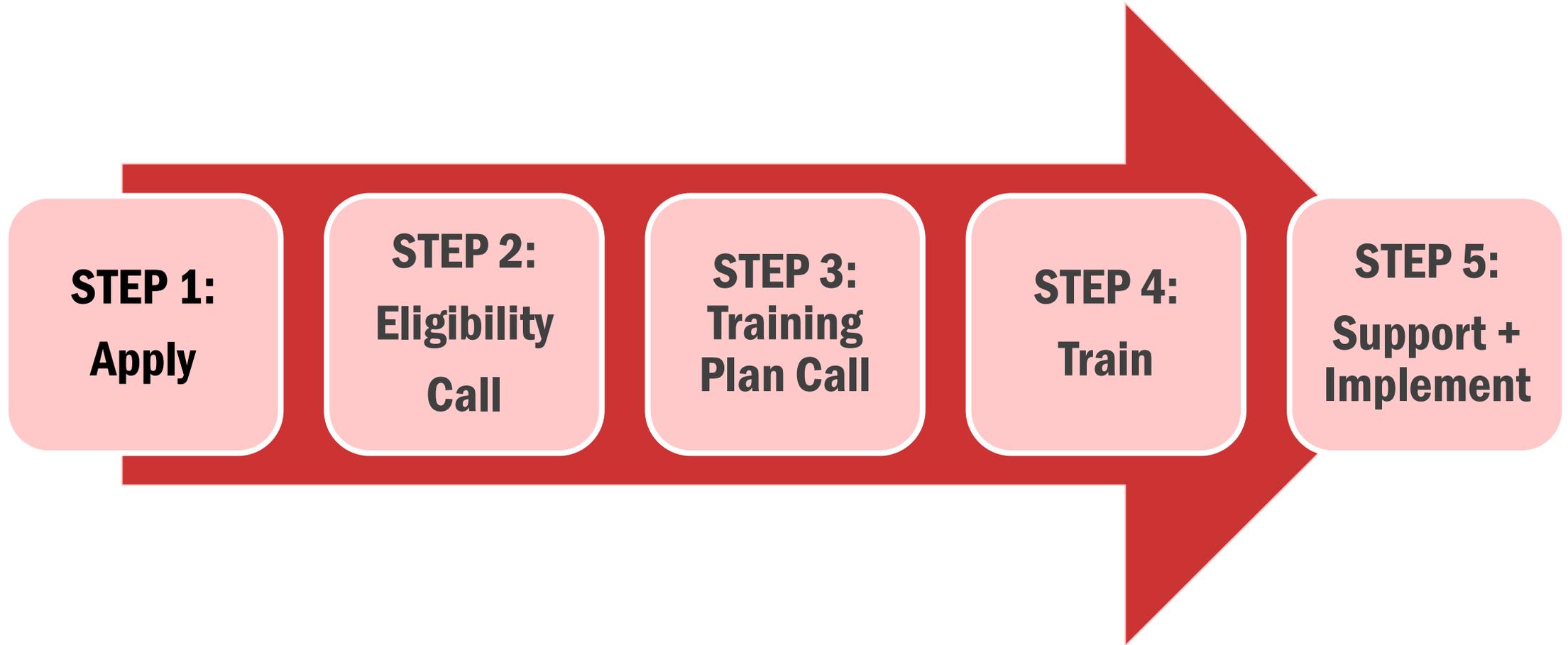
COVID-19 SAFETY TRAINING

- Health and hygiene in a pandemic*
- COVID-19 safety for food and beverage businesses*
- COVID-19 safety for retail*

Courses offered by Lehman College.

*Offered in Spanish | ^Offered in Chinese (Mandarin).

Training for Your Employees: **The Process**



Apply Now

Apply Now in English, Spanish, or Chinese.

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- [Solicítelo Ahora](#)
- [在这里申请](#)

Visit our [website](#) or email us biztraining@sbs.nyc.gov

Any Questions?

