

Optional: Resource for Implementation (Reading)

[Employee Ownership Online Education Program](#)

This free **video-based educational program** is designed to help business owners of color in the United States learn about **employee ownership strategies for business succession planning**. These videos offer more detailed instruction and guidance. Track one, ***Employee Stock Ownership Plan Course***, includes modules on: Business Succession Planning for Business Owners of Color; What is an Employee Stock Ownership Plan (ESOP)?; How to Finance an ESOP Transaction; Increasing Your ESOP Value; How to Tap into the Benefits of Employee Ownership. Track two, ***Worker Cooperative Course***, includes modules on: What is a Worker Cooperative?; Worker Cooperatives and African American Cooperative Economics: Origin Stories; Using the Cooperative Advantage to Grow; Four Corner Posts of Democratic Management; Governance in Worker Cooperatives; Developing Worker Cooperative Structures: Legal Considerations; and Capital for Worker Cooperatives and Other Employee-Owned Businesses. The videos were developed by the Rutgers University NJ/NY Center for Employee Ownership, in partnership with DAWI, with the support of the Kellogg Foundation. Register on the website in order to access the free course content.