

Pathways to Profit

An entrepreneurial workforce pathway, approved for WIOA training

Different pathways. One goal: greater economic strength.

This isn't a one-size-fits-all "start a business" program.

We assess each participant's skills, experience, goals and business feasibility first, then match them with the income pathway that fits.

Four pathways



Start

Business ownership or self-employment



Grow

Strengthen an existing microbusiness or side business



Contract

Consulting, freelance or independent-contractor work



Work

Employment using entrepreneurial, professional and transferable skills

How the pathway works

1

Explore

Skills, experience, career goals, income needs, entrepreneurial readiness and business feasibility are assessed.

2

Choose

Together we identify the right employment, entrepreneurship, contracting or business-growth pathway.

3

Build

Core and pathway-specific training in business, finance, leadership and life skills, plus Google Professional Certificates where appropriate.

4

Credential

Participants complete the Pathways to Profit credential requirements.

5

Move toward income

We help translate training into employment, self-employment, contract work or business growth.

6

Stay connected

12 months of continued Greater Wealth Works membership and ecosystem access.

24 weeks

Pathways to Profit program

Oct 28 & Nov 9

Cohort start dates

WIOA / ETPL

Training pathway

Credential

Plus 12 months of support

Beyond training: the GWW ecosystem

- ✓ Individual business counseling and coaching
- ✓ Financial education and credit support, including Cambridge Credit Counseling
- ✓ Employment and interim-income opportunities
- ✓ Business and contract opportunities
- ✓ Google Professional Certificate opportunities
- ✓ Specialized advisors and technical assistance
- ✓ Networking and business-resource partners
- ✓ Capital-readiness assessment and funding pathways
- ✓ Continued post-training support

Who's a good fit? Someone who...

- ✓ Has professional, technical, creative or trade skills that could produce income
- ✓ Is unemployed, underemployed or changing careers
- ✓ Is considering self-employment but needs to test feasibility
- ✓ Has a side business that could become sustainable
- ✓ Could turn professional experience into consulting or contract work
- ✓ Could use entrepreneurial skills working for a small business
- ✓ Needs a structured pathway rather than a single course

Capital readiness, not just capital referrals

Participants pursuing business ownership are assessed and connected to the right next step.



WIOA service area

WorkSource Cobb
Cobb County

WorkSource DeKalb
DeKalb County

WorkSource Atlanta Regional
Cherokee, Clayton, Douglas, Fayette, Gwinnett, Henry and Rockdale counties

Working, or not eligible for WIOA?

Refer them to our self-paced Plan Builder track: a business plan they can defend, with 1:1 coaching and a Plan Defense session. Fully virtual. First cohort starts October 28.

gww-p2p-readiness.netlify.app/plan-builder



Refer a participant

Not sure yet? That's exactly who we're for.

770-694-6593 greaterwealthworks.org

3070 N Main Street NW, Kennesaw, GA 30144



Refer online

How referrals work

Simple for you. Supported for them.

1

Spot a fit

Participants with skills, a side business, or a career change who aren't sure what's next.

2

Refer

Use the online form (QR below) or call 770-694-6593.

3

We assess

GWW contacts the participant and completes their pathway assessment.

4

ITA and enroll

You complete WIOA eligibility and the ITA; we coordinate enrollment for the Oct 28 or Nov 9 cohort.

5

Stay updated

We keep you posted on enrollment, progress and completion.

Share with participants



Pathway assessment

gww-pathways.netlify.app/assessment.html



WIOA eligibility pre-check

gww-pathways.netlify.app/eligibility.html

WorkSource offices in our service area

County	Office and location	Contact
Cherokee	WorkSource Atlanta Regional Cherokee career resource center (call for current location)	678-271-3554 workforce@atlantaregional.org
Clayton	WorkSource Atlanta Regional 3000 Corporate Center Drive, Suite 350, Morrow, GA 30260	678-271-3554 workforce@atlantaregional.org
Cobb	WorkSource Cobb 463 Commerce Park Drive, Suite 100, Marietta, GA 30060	770-528-4300 information@cobbworks.org
DeKalb	WorkSource DeKalb 4572 Memorial Drive, Decatur, GA 30032	404-687-3400
Douglas	WorkSource Atlanta Regional 5903 Stewart Parkway, Douglasville, GA 30135	770-920-4104 workforce@atlantaregional.org
Fayette	WorkSource Atlanta Regional Fayette County Library, 1821 Heritage Park, Fayetteville, GA 30214 Tuesdays and Thursdays, 9 a.m. to 2 p.m.	678-271-3541 workforce@atlantaregional.org
Gwinnett	WorkSource Atlanta Regional 3885 Crestwood Parkway, Suite 200, Duluth, GA 30096	678-268-6610 workforce@atlantaregional.org
Henry	WorkSource Atlanta Regional Henry career resource center (call for current location)	678-271-3554 workforce@atlantaregional.org
Rockdale	WorkSource Atlanta Regional 1400 Parker Road, Conyers, GA 30094	470-249-4633 workforce@atlantaregional.org