



STRATEGIES FOR BUSINESS GROWTH CURRICULUM

ABOUT THE PROGRAM

Most business owners have asked themselves this question: How can I increase revenue, or conversely, how can I reduce expenses, with the goal of improving the bottom line? The answers are often not found where one first lands, i.e., lack of money to expand, and/or a bad business idea. Usually, the issues are found in business fundamentals, and we all know that without adherence to **the basics**, one cannot advance to loftier places. That's what this workshop and clinic series is all about.

PROGRAM DETAILS

Through our Strategies for Business Growth, existing businesses can access basic training, with emphasis on the word **basic**. There are many short course-MBA styled programs available, but the **Strategies for Business Growth** curriculum has been developed with an eye on business fundamentals - **the basics**. Most small business who have the potential to grow get stuck somewhere along the line, and the usual causes are flawed fundamentals, i.e., target markets not identified; lack of cash flow; wrong employees in the wrong seats; ineffective branding and marketing.

There are five (5) two-hour workshops in the cohort, and three (3) one-hour clinics. A business owner can participate in the program on a workshop-by-workshop basis (and/or clinic-by-clinic basis) or enroll for the entire program. Additionally, each participant is entitled to one-on-one consultations, on a 1:3 relationship between the number of workshops and clinics attended, and the consultation hours available. Consultation allowances must be used with three (3) months of completing the program.

ELIGIBILITY CRITERIA

To be selected for the Program, these criteria must be met:

- Business owner – only one person from business can participant; **no substitutes**.
- Minimum of one (1) employee, in addition to the owner(s).
- Business concept must have growth potential, with prospects of adding at least three (3) new jobs within the next three (3) years.

WORKSHOP TOPICS INCLUDE:

The workshop topics will be as shown on the next page. Please note that a **Business Growth Plan** will be created, using **LivePlan**. Access to **LivePlan** for a four (4) month period will be provided for each program participant. Extension beyond that period is at the option of the participating business owner.

#1. Risk and Resource Assessment

- Identifying and creating plans to overcome risks.
- Identifying resources needed, available, and how to acquire those that are deficit.

#2. Competitive Edge and Target Markets

- Identify your product and/or service – from eyes of your target markets.
- Who are your target markets?
- Conducting market research that matters.
- Who are your top five (5) competitors?

#3. Generating the Sale (built on a three-legged stool)

- Marketing (look at me, look at me)
- Principles of marketing
- Compelling proposition
- Branding
- Target markets and market analysis
- Types of marketing
- Salesmanship (sealing the deal)
- There is one primary reason that a sale does not take place – learn about in this workshop.
- Sales people are not born; they are made.
- Customer Service (keep them coming back)
- Learn the techniques of good customer service.
- Also learn what can make nearly every customer service situation a win-win.

#4. Money..Money..Money (the fuel of business)

- Principles of financial management
- The three (3) financial statements, and how to read/use them.
- Record keeping/accounting
- Cash flow
- Budgeting
- Tax planning
- Financing growth

#5. Operations

- Principles of operation
- Personnel
- Staffing plan
- Personnel management
- Legal
- Purchasing
- IT

#6. Series of three (3) two-hour clinics

- Selling/buying a business
- Personal financial planning
- Presentations (how to..)