StreetWise Steps to Small Business Growth™ Curriculum At a Glance

Module I: Business & Strategic Assessment – Setting the Stage for Growth

Participants identify personal and professional goals needed to grow their businesses over the next three years. They begin to form support groups (CEO Mentoring Groups) with whom they will collaborate throughout the program — and beyond.

__ Three sessions (first class session is 4 hours, all other sessions are three hours)
__ Two CEO Mentoring Groups

Module II: Financial Analysis and Management – Balancing Cash Flow and Bottom Line

Participants learn to make better decisions by focusing on relevant financial data. They learn how to compare their businesses to comparable businesses in their industry. They assess the quality of their financial reporting and create dashboards to monitor and gauge business growth. They learn to communicate current and future financial aspirations. They increase their ability to ask good questions and to collaborate with accountants/financial advisors.

__Three Sessions
__One CEO Mentoring Group

Module III: Marketing and Sales – Building Profitable Sales

Participants begin to identify which customers and products promise to be the most profitable and which markets have the greatest potential for growth. The entrepreneurs strengthen their ability to position their businesses to reach clearly articulated marketing and sales goals.

__Three Sessions
__One CEO Mentoring Group

Module IV: Resources – Getting What You Need to Grow

Participants will identify the resources—human and financial—needed in order to achieve their growth plans. The final session of this module will be devoted to a discussion on government contracting.

__Three Sessions
__Two CEO Mentoring Groups

Module V: Putting It All Together

In the final session, entrepreneurs deliver presentations of their three year Strategic Growth Action Plans™ to panels of business experts and their peers.

__One Session
__One CEO Mentoring Group

Total Class Time: 40 Hours
Total CEO Mentoring Group Time: 12 Hours
Total Participant Class Preparation Time: 40+ Hours (This includes reading and worksheet preparation and reflection on the participants own business)

Overall Program Time: 92 – 100+ Hours