



Transforming Business Owners into Effective CEOs

A PROGRAM OF THE GEORGIA SBDC NETWORK

Manage Better, **Grow** Faster!

Whether in business for two years or twenty years, many small business owners are so busy working *IN* the business, they neglect working *ON* it.

If your business is growing or ready for growth, *SBDC GrowSmart* gives you the steps, tools and strategies to get there.

GrowSmart was developed by the Georgia SBDC Network to meet the needs of growing businesses. Combining the latest ideas with timeless business principles, *GrowSmart* will propel your business forward!

The Georgia SBDC Network has provided management training to thousands of experienced business owners using FastTrac® and other powerful, innovative programs.

SBDC **GrowSmart**

This program gets results! In full or half day weekly sessions, learn to analyze and manage your business like a seasoned CEO.

- 35 hours of class time covering all areas of business operation
- Evaluate your business, competition, and target markets
- Hands-on, interactive program promotes sharing of best practices
- Expert speakers add insights to the topic of the day
- Step-by-step development of your company's strategies for growth

Combined with long term one-on-one consulting with SBDC professionals, learn to apply course principles and build a business for today's challenging times.

The Georgia SBDC Network—the go-to resource for growing businesses!

Kennesaw Program: August 3 — August 31, 2012

Call: 770-423-6450

www.georgiasbdc.org/growsmart



Coles College of Business
Small Business Development Center



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SBDC *GrowSmart* is a dynamic program for owners and senior managers of growing businesses.

The program is designed for leaders of companies with:

- At least two years of successful operation
- Annual revenues of \$300,000 or more
- The opportunity and desire to grow

GrowSmart recognizes the need for flexibility and agility in today's rapidly changing environment. Using a one-page strategy map designed specially for this program, participants identify their company's goals and the strategies to achieve them.

GrowSmart was developed by the Georgia SBDC and builds on our extensive experience with Georgia's growing businesses!



"After I attended this program, I was able to look at my business much more strategically. The old adage "work on your business, not in it" is difficult if you don't have the right tools and training. It was a great investment of time and resource! Thank you KSU SBDC!"

— Steve Nicholson, Cover Ups

The **GrowSmart** Program:

Unit 1: Planning for Growth

Making strategic decisions requires careful consideration of internal and external factors. You will examine your operating environment, document company vision and goals, and develop growth strategies based on a thorough assessment of your company's strengths, weaknesses, opportunities, and threats.

Unit 2: Marketing: Research, Planning and Implementation

Thoroughly analyze your core competencies and competitive advantages—matching them to needs in the marketplace. Learn to protect your business from competition and develop strategies for effective, profitable pricing. Connect with customers using the latest marketing and communication tools.

Unit 3: Leadership and Management

Focus on your changing role as the leader of your company. Identify people resources and leadership

strategies that will be necessary to achieve your growth plan. Explore proven methods for hiring, compensating, and motivating your team.

Unit 4: Financial Analysis, Tools and Resources

Learn how to analyze your company's financial condition and develop strategies to improve profits and cash flow. Create a financial plan that quantifies the results of your marketing and management strategies. Determine how much money it will take to grow the business as well as how to find it.

Unit 5: Operations and Implementing Your Plan

Documented, consistent processes are a key to building a scalable, well managed company that has lasting, transferrable value. Assess your current operations and learn methods to document and streamline processes. The program concludes with a short presentation of your one page plan—and a challenge to put the program's lessons to work in your business!

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Georgia Power, A Southern Company, Statewide Sponsor
The Wachovia Foundation, Founding Sponsor
Georgia Minority Supplier Development Council
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GE Energy
AGL Resources
Skanska
The Home Depot
The Coca-Cola Company
Turner Broadcasting System
United Parcel Service
Lockheed Martin Corporation

Special Recognition:

Georgia Power has sponsored Georgia SBDC programs for growing businesses since 2002. Through their support of FastTrac® and now SBDC GrowSmart, over 1,000 of Georgia's small business leaders have acquired the tools to take their business to a higher level.

(FastTrac® is a registered trademark of Kauffman FastTrac and the Kauffman Foundation of Kansas City, Missouri.)

"I highly recommend this program to all business owners. Whether you are a solopreneur or a much larger business, you'll find helpful information, resources and speakers to help you grow and prosper in a variety of aspects from finding your niche to creating exit strategies. One of the greatest things that came out of it for me is the camaraderie of my fellow classmates. That is priceless!"

— Lisa Decker, Divorce Money Matters



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Program Outline

Each unit is divided into a morning and afternoon session:

1. Planning for Growth
2. Marketing: Research, Planning and Implementation
3. Leadership & Management
4. Financial Analysis, Tools, & Resources
5. Operations & Implementing Your Plan

This program is hosted by the Kennesaw State University SBDC. For questions and payment information contact:

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Kennesaw State University SBDC
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Kennesaw, GA 30144
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Fax: 770-423-6564

Funded in part through a cooperative agreement with the U.S. Small Business Administration and the University of Georgia. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the SBDC at (770) 423-6450 or write: Director, KSU SBDC, 1000 Chastain Road, #3303, Kennesaw, GA 30144.

Location:

Cobb Chamber of Commerce, 240 Interstate North Parkway SE, Atlanta, GA 30339

Dates:

August 03, 2012	9:00 am—4:00 pm	Unit 1
August 10, 2012	9:00 am—4:00 pm	Unit 2
August 17, 2012	9:00 am—4:00 pm	Unit 3
August 24, 2012	9:00 am—4:00 pm	Unit 4
August 31, 2012	9:00 am—4:00 pm	Unit 5

Tuition:

\$895 per person. Thanks to our sponsors, a number of partial scholarships may be available. Call today for more information!

Enrollment:

To allow participants maximum benefit from this interactive forum, enrollment is limited and an application is required. Also, companies in direct competition with one another will not be allowed unless approved by the affected companies.

Training materials and refreshments included

Application Form

(Fax or mail completed application to fax number or address listed on the left.)

Name: _____
(Last) (First) (Title)

Business/Organization Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____ Email: _____

Number of employees: _____ Years in Business: _____ Annual Revenues: _____

Description of Business: _____

Program Starts August 3, 2012 - Apply Today!



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