BUSINESS GROWTH ACADEMY

Spring 2025 Cohort
6:15-8:30 p.m.

In person and Zoom - see sessions below. Details and Zoom link will be provided prior to the first session.

In person sessions will be held at the Sugar Grove campus, APC 120

Schedule and Topic Snapshot

Wednesday, Feb. 26   **Orientation and Expectations**

Get to know your classmates and connect with each other. Learn the techniques of Networking.

Wednesday, Mar. 5   **Sizing up Your Company**

Where are you today? Focus on clarifying your mission, establishing goals, and identifying core competencies.

Wednesday, Mar. 12   **Exploring Growth Opportunities**

Where will you go? Assess your readiness for growth, identify and screen growth opportunities, hone market research skills

Wednesday, Mar. 19 Spring Break – No Class

Wednesday, Mar. 26   **Making Strategic Decisions**

How will you get there? Analyze the competition and identify key differentiators; explore business model options; evaluate exit strategies

Wednesday, Apr. 2   **Financial Tools & Performance**

How do we afford growth? Explore tools and techniques for forecasting and financial analysis. Understand financial ratios and how to manage the business from a financial perspective.

Wednesday, Apr. 9   **Strengthening the Product/Service**

How do we improve? Define features/benefits and competitive advantages; Product/Service life cycle; Intellectual property; Pricing strategies

Wednesday, Apr. 16   **Seizing the Market**

How do we grow our customer base? Learn strategies and tactics to build a strong brand, analyze your market and reach target markets

Wednesday, Apr. 23	**Lead, Organize, Plan**
(Zoom)	Am I an effective leader? Learn how to evolve as a business leader as your company grows. Effective strategies to address growing pains, hire a strong staff and implement systems and processes needed to support scalability.
Wednesday, Apr. 30	**Next Steps for Success**
	What's next? Define next steps as you move forward with your growth strategy.
Wednesday, May 7	**Graduation**
	BGA Alumni Q + A panel, sharing business goals and celebrating!