



Fall 2025 Cohort

6:15-8:30 p.m.

Sessions will be held at the Sugar Grove campus, APC 120

Schedule and Topic Snapshot

Wednesday, Sep 17

Orientation and Expectations

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

Wednesday, Sep 24

Sizing up Your Company

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

Wednesday, Oct 1

Exploring Growth Opportunities

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

Wednesday, Oct 8

Making Strategic Decisions

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

Wednesday, Oct 15

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, Oct 22

Strengthening the Product/Service

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

Wednesday, Oct 29

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, Nov 5

Lead, Organize, Plan

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, Nov 12

Next Steps for Success

What's next? Define next steps as you move forward with your growth strategy.

Wednesday, Nov 19

Graduation

BGA Alumni Q + A panel, sharing business goals and celebrating!



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