



## Schedule and Topic Snapshot

In person and Zoom (see sessions below)

Zoom link for all sessions will be provided before the first session  
(check your junk mail!)

**Spring 2022 Cohort**

**6:15-8:30 p.m.**

<b>Thursday, Mar. 3</b>	<b>Sizing up Your Company (In person)</b>  Where are you today? Focus on clarifying your mission, establishing goals, and identifying core competencies.
<b>Thursday, Mar. 10</b>	<b>Developing a Strategy for Growth (Zoom)</b>  Assess your readiness for growth; Identify growth opportunities; Analyze your market and competitive positioning; Evaluate exit strategies.
<b>Thursday, Mar. 17</b>	<b>Financial Tools &amp; Performance (Zoom)</b>  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.
<b>Thursday, Mar. 24</b>	<b>Seizing the Market (In person)</b>  How do we grow our customer base? Learn strategies and tactics to build a strong brand, analyze your market and reach target markets
<b>Thursday, Mar. 31</b>	<b>Strengthening the Product/Service (Zoom)</b>  How do we improve? Define features/benefits and competitive advantages; Product/Service life cycle; Intellectual property; Pricing strategies
<b>Thursday, Apr. 7</b>	<b>Lead, Organize, Plan (Zoom)</b>  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.
<b>Thursday, Apr. 14</b>	<b>Next Steps for Success (In person)</b>  What's next? Define next steps as you move forward with your growth strategy.



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