



# Schedule and Topic Snapshot

In person and Zoom (see sessions below)

In person sessions will be held at the Sugar Grove campus, APC 120  
(Details and Zoom link will be provided prior to the first session)

## Spring 2024 Cohort

6:15-8:30 p.m.

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|---------------------------|---|
| <b>Wednesday, Feb. 21</b> | <b>Sizing up Your Company (In person)</b><br><br>Where are you today? Focus on clarifying your mission, establishing goals, and identifying core competencies.  |
| <b>Wednesday, Feb. 28</b> | <b>Developing a Strategy for Growth (In person)</b><br><br>Assess your readiness for growth; Identify growth opportunities; Analyze your market and competitive positioning; Evaluate exit strategies.  |
| <b>Wednesday, Mar. 6</b>  | <b>Financial Tools &amp; Performance (Zoom)</b><br><br>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>Wednesday, Mar. 13</b> | <b>Seizing the Market (In person)</b><br><br>How do we grow our customer base? Learn strategies and tactics to build a strong brand, analyze your market and reach target markets   |
| <b>Wednesday, Mar. 20</b> | <b>Strengthening the Product/Service (In person)</b><br><br>How do we improve? Define features/benefits and competitive advantages; Product/Service life cycle; Intellectual property; Pricing strategies   |
| <b>Wednesday, Mar. 27</b> | <b>Lead, Organize, Plan (Zoom)</b><br><br>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>Wednesday, Apr. 03</b> | <b>Next Steps for Success (In person)</b><br><br>What's next? Define next steps as you move forward with your growth strategy.  |

Register at: [www.waubonsee.edu/BGA](http://www.waubonsee.edu/BGA)



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