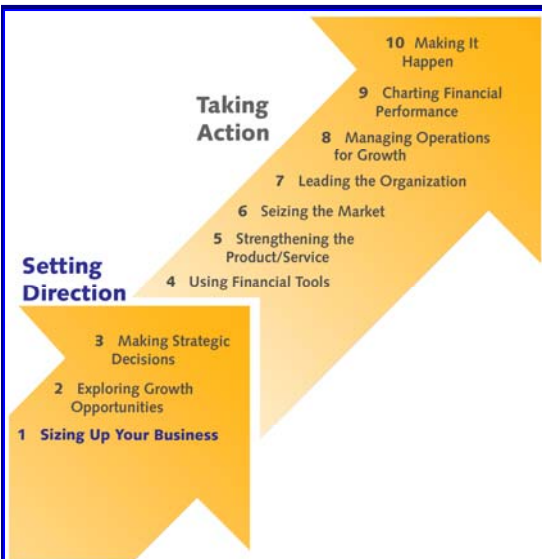




## FastTrac® GrowthVenture™

Maximize the Growth Potential of Your Business

What do you get out of FastTrac® GrowthVenture™? Control of your business and your life. Graduates of FastTrac® GrowthVenture™ describe the program as one that encourages entrepreneurs to streamline their business processes, analyze strengths and shortcomings, and achieve more balance in their work and personal lives. By working closely with other entrepreneurs in the intensive, FastTrac® GrowthVenture™ environment, you'll interact with a group of people with whom you can share ideas, strategies, and successes. You'll hone business skills that you'll use to shape your business for years to come. Designed for growth oriented owners of established businesses, this highly effective program is led by a certified FastTrac® facilitator and successful entrepreneur guest speakers with expertise in strategic planning, financial planning, sales and marketing, succession planning, legal issues, personnel and general management.



### **Module 1: Sizing Up Your Business**

Create a framework to improve the performance of your business and build a structure for future growth. Sharpen your strategic thinking skills to begin making decisions based upon facts. Learn to push beyond the status quo to answer the strategic question “Is this business ready for a goals-based plan?”

### **Module 2: Exploring Growth Opportunities**

The most successful entrepreneurs don't question whether or not they should grow their businesses, but rather how, when and how much. Making decisions about growth requires careful analysis, as well as clarity in personal values, vision and goals. Learn how to set your business on a trajectory for growth.

### **Module 3: Making Strategic Decisions**

Strengthen your ability to make strategic decisions as work continues on a strategic plan. The plan will describe how you will accomplish desired goals and achieve your business vision.

### **Module 4: Using Financial Tools**

Achieve your goals by focusing on the financial aspects of the business. Understand how all parts of the business work together to support your vision. Examine each area in the business—products or services, market, management, operations, and finances—to create a financial plan.

### **Module 5: Strengthening the Product/Service**

Think through ways to improve your products and services based on market needs. Learn how to protect the business from competition and to adjust pricing in response to competitive changes.

### **Module 6: Seizing the Market**

Develop a marketing plan that will encompass your industry, your customers and your competitive advantages and weaknesses.

### **Module 7: Leading the Organization**

Think about your changing roles as you lead the organization. Work on your Management and Organization Plan to explore proven leadership strategies and ideas for hiring, compensating and motivating your team.

### **Module 8: Managing Operations and Growth**

Do current operating systems allow you to fulfill your vision and goals? Concentrate on implementing the best processes needed to monitor and manage the business.

### **Module 9: Charting Financial Performance**

Make specific changes to improve profitability and increase the overall wealth of the business. Once you have determined how much money it will take to grow the business, learn how to maximize internal cash, as well as how to find external sources of cash.

### **Module 10: Making it Happen**

Review the strategies you've developed for business success and identify immediate priorities. You will identify specific actions, the person responsible and deadlines for key strategies to be completed. You will finish with a completed business plan and venture presentation.