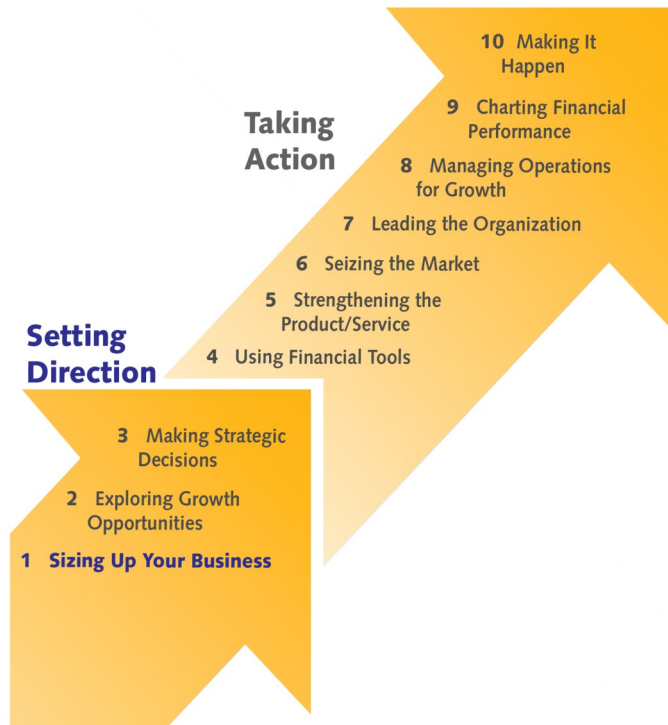


FastTrac® GrowthVenture™ Modules



Module 1: Sizing Up Your Business

Create a framework to improve the performance of your business and build a structure for future growth. Sharpen strategic thinking skills to begin making decisions based upon facts.

Module 2: Exploring Growth Opportunities

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

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

Connect with customers by developing 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

Assess current operations and plan for expanding and 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. Determine how much money it will take to grow the business, and then learn how to maximize internal cash, as well as how to find external sources of cash.

Module 10: Making it Happen

Review the strategies developed for business success and identify immediate priorities. Identify specific actions, the person responsible and deadlines for key strategies to be completed. Finish with a completed business plan and venture presentation.

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