

A PROGRAM OF THE GEORGIA SBDC NETWORK

SBDC *GrowSmart* is a dynamic program for owners and senior managers of growing businesses.

The program is designed for leaders of companies with:

- At least two years of successful operation
- Annual revenues of \$300,000 or more
- The opportunity and desire to grow

GrowSmart recognizes the need for flexibility and agility in today's rapidly changing environment. Using a one-page strategy map designed specially for this program, participants identify their company's goals and the strategies to achieve them.

GrowSmart was developed by the Georgia SBDC and builds on our extensive experience with Georgia's growing businesses!

"The year I took the training, we increased gross profit and net income by 15 percent. In the next year, revenues nearly tripled and net income increased by more than 60 percent. This growth spurt put us on the Atlanta Business Chronicle's list of 50 Fastest-Growing Private Companies."

— Eugene "Gene" Carlton, GC Electrical Solutions



The **GrowSmart** Program:

Unit 1: Planning for Growth

Making strategic decisions requires careful consideration of internal and external factors. You will examine your operating environment, document company vision and goals, and develop growth strategies based on a thorough assessment of your company's strengths, weaknesses, opportunities, and threats.

Unit 2: Marketing: Research, Planning and Implementation

Thoroughly analyze your core competencies and competitive advantages—matching them to needs in the marketplace. Learn to protect your business from competition and develop strategies for effective, profitable pricing. Connect with customers using the latest marketing and communication tools.

Unit 3: Leadership and Management

Focus on your changing role as the leader of your company. Identify people resources and leadership

strategies that will be necessary to achieve your growth plan. Explore proven methods for hiring, compensating, and motivating your team.

Unit 4: Financial Analysis, Tools and Resources

Learn how to analyze your company's financial condition and develop strategies to improve profits and cash flow. Create a financial plan that quantifies the results of your marketing and management strategies. Determine how much money it will take to grow the business as well as how to find it.

Unit 5: Operations and Implementing Your Plan

Documented, consistent processes are a key to building a scalable, well managed company that has lasting, transferrable value. Assess your current operations and learn methods to document and streamline processes. The program concludes with a short presentation of your one page plan—and a challenge to put the program's lessons to work in your business!