Manage Better, Grow Faster!
Whether in business for two years or twenty years, many small business owners are so busy working IN the business, they neglect working ON it.

If your business is ready for growth, SBDC GrowSmart gives you the tools and strategies to reach your goals.

GrowSmart was developed by the Georgia SBDC Network to meet the needs of growing businesses. Combining the latest ideas with timeless principles, GrowSmart will propel your business forward!

Georgia SBDC training has helped thousands of business owners build a foundation for growth. GrowSmart is the product of our experience and commitment to Georgia’s small businesses.

SBDC GrowSmart
This program gets results! In full or half day weekly sessions, learn to analyze and manage your business like a seasoned CEO.

- 35 hours of class time covering all areas of business operation
- Evaluate your business, competition, and target markets
- Hands-on, interactive program promotes sharing of best practices
- Expert speakers add insights to the topic of the day
- Step-by-step development of your company’s strategies for growth

Combined with long term one-on-one consulting with SBDC professionals, learn to apply course principles and build a business for today’s challenging times.

The Georgia SBDC Network—the go-to resource for growing businesses!

Atlanta Program: September 18 - October 16, 2015
404-413-7830
www.georgiasbdc.org/growsmart
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 fund 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!
Georgia Power, A Southern Company, Statewide Sponsor
The Wachovia Foundation, Founding Sponsor
Georgia Minority Supplier Development Council
Greater Women’s Business Council
Georgia Mentor Protégé Connection
Georgia Hispanic Chamber of Commerce
Coastal Area District Development Authority
AT&T Foundation
Aflac, Inc
GE Energy
AGL Resources
Skanska
The Home Depot
The Coca-Cola Company
Turner Broadcasting System
United Parcel Service
Lockheed Martin Corporation

Special Recognition:
Georgia Power has sponsored Georgia SBDC programs for growing businesses since 2002. Through their support of FastTrac® and now SBDC GrowSmart, over 1,000 of Georgia’s small business leaders have acquired the tools to take their business to a higher level.

(FastTrac® is a registered trademark of Kauffman FastTrac and the Kauffman Foundation of Kansas City, Missouri.)

“It is an excellent program presented in a fun and engaging manner causing participants to reflect on critical details to efficiently grow and develop his or her small business” - Lu Woodson, Alpha Climate Control

“The training gave me the opportunity to focus on business expansion. This year has been an exciting growth year, and I’m sure it’s because of the help of the SBDC.”
— Elaine Leathers-Hill, Prestige Design
Program Outline
This program is divided into 5 full day modules:

1. Planning for Growth
2. Marketing Research & Planning
3. Leadership & Management
4. Financial Analysis & Tools
5. Operations & Implementation

For information contact:

Mary Phillips
Georgia State University SBDC
Phone: 404-413-7830
Fax: 404-413-7832
atlanta@georgiasbdc.org

Funded in part through a cooperative agreement with the U.S. Small Business Administration and the University of Georgia. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the SBDC at (404) 413-7830 or write:
Jeff Patterson, Area Director
GSU SBDC
P.O. Box 3986
Atlanta, GA 30303

Location:
Georgia Power Headquarters, 241 Ralph McGill Blvd, Atlanta, GA 30308

Dates:
Sep 18 9:00 am—4:00 pm Module 1
Sep 25 9:00 am—4:00 pm Module 2
Oct 2 9:00 am—4:00 pm Module 3
Oct 9 9:00 am—4:00 pm Module 4
Oct 16 9:00 am—4:00 pm Module 5

Tuition: $895 per person.

Enrollment:
To allow participants maximum benefit from this interactive forum, enrollment is limited and an application is required. Applications are reviewed to ensure competitive conflicts are eliminated. *Light breakfast, lunch and training materials are included*

Application Form (Email to mphillips@georgiasbdc.org or fax to 404-413-7832)

Name: ___________________________ (Last) ___________________________ (First) ___________________________ (Title)
Business/Organization Name: __________________________________________________________
Mailing Address: ________________________________________________________________
City: ___________________________ State: ________ Zip: ___________________________
Phone: (_____) ___________ Fax: (_____) ___________ Email: ___________________________
Number of employees: ________ Years in Business: ________ Annual Revenues: __________
Description of Business: ______________________________________________________________

Program Starts September 18, 2015- Apply Today!