



# Smart Strategies for Profitable Growth

A Program of The University of Georgia SBDC

## 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 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.



Signature Sponsor

**Columbus Program:**  
**October 16 – December 4, 2015**  
**706-569-2651**

[www.georgiasbdc.org/growsmart](http://www.georgiasbdc.org/growsmart)



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**SBDC GrowSmart™** is a dynamic program for owners and senior managers of growing businesses with:

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

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

**SBDC GrowSmart™** was developed by the Georgia SBDC and builds on our 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. This growth spurt put us on the Atlanta Business Chronicle's list of 50 Fastest Growing Private Companies."*

**Gene Carlton, GC Electrical Solutions**

## The GrowSmart Program

GrowSmart raises the bar, providing business owners with the foundation for profitable growth!

### **Module 1: Planning for Growth**

Making strategic decisions requires careful consideration of internal and external factors. You will learn what makes a good strategy and effective methods for strategic planning. After examining your operating environment and documenting company vision and goals, develop growth strategies based on a thorough assessment of your company's strengths, weaknesses, opportunities, and threats.

### **Module 2: Marketing Research and Planning**

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 profitable pricing. Connect with customers using the latest marketing and communication tools.

### **Module 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.

### **Module 4: Financial Analysis and Tools**

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.

### **Module 5: Operations & Implementation**

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. We conclude with a challenge to put the program's lessons to work in your business!

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## ***Special Recognition:***

### **Georgia Power, A Southern Company – SBDC GrowSmart™ Statewide Sponsor**

**Georgia Power** has sponsored Georgia SBDC programs for growing businesses since 2002. Through their support of SBDC GrowSmart™, over 1,700 of Georgia's small business leaders have acquired the tools to take their businesses to higher level.

### **Kinetic Credit Union - Columbus SBDC GrowSmart™ Signature Sponsor**

**Kinetic Credit Union** has a long history of strengthening the fabric of the Columbus, Fort Benning and surrounding community through their delivery of financial services and community involvement. Kinetic Credit Union believes giving back to the community supports the credit union industry's motto of "People Helping People." As evidence of their commitment to the Columbus business community, Kinetic has made a significant financial contribution to the Columbus SBDC GrowSmart™ program in both 2014 and 2015.

**The Greater Columbus Chamber of Commerce** is a longtime supporter of Columbus small businesses and the UGA SBDC GrowSmart™ program.

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*"The practical, step-by-step approach to business planning is effective and the results sustainable through one-on-one consulting with SBDC experts. I entered this program as a business owner; now I'm a CEO."*

Saurel Quettan, ICM Works

*"The GrowSmart program is unique in that it equips you with the tools to look at and analyze your business in ways you never thought possible. You will find yourself immersed in fundamentally re-examining the way your business works and how it can work better. The resources available through this one of a kind program are unmatched and the networking with fellow entrepreneurs is absolutely priceless. The SBDC was instrumental in helping me start my business and now I can say they have helped me grow my business intelligently."*

Doug Turbush, Seed Kitchen and Bar





# Application

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### Program Outline

The program is divided into five modules:

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

For information contact:

**Deborah Free**  
**UGA SBDC, Columbus**  
**Phone: 706-569-2651**  
**Fax: 706-569-2657**  
**columbus@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. Call 706-569-2651 or write:*

*Mark Lupo, Area Director*  
 UGA SBDC  
 3100 Gentian Blvd, Suite 119  
 Columbus, GA 31907

### Location: Columbus State University, Cunningham Center

3100 Gentian Blvd, Columbus, GA 31907

### Dates: (Seven Friday Sessions)

October 16	9:00 - 1:00	Module 1a
October 23	9:00 - 4:00	Modules 1b, 2a
October 30	9:00 - 1:00	Module 2b
November 6	9:00 - 4:00	Modules 3a, 3b
November 13	9:00 - 1:00	Module 4a
November 20	9:00 - 4:00	Modules 4b & 5a
December 4	9:00 - 1:00	Module 5b, Graduation

### Tuition:

**\$895 per person.** Thanks to our signature sponsor, **Kinetic Credit Union**, a partial tuition of \$400.00 will be defrayed to qualified applicants. Call for information!

### Enrollment:

For maximum benefit from this interactive forum, enrollment is limited and an application is required. Applications are reviewed to ensure competitive conflicts are minimized. *Training materials, continental breakfast, refreshments and lunches are included.*

### Application: (Email to columbus@georgiasbdc.org or fax to 706-569-2657.)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Number of employees: \_\_\_\_\_ Years in Business: \_\_\_\_ Annual Revenues: \_\_\_\_\_

Description of Business: \_\_\_\_\_

**Program Starts October 16, 2015 - Apply Today!**



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