

FastTrac® GrowthVenture™ focuses on helping entrepreneurs take a step back, look at the big picture and work ON their business, not just IN their business. This program will help you strengthen your ability to make critical decisions and equip yourself with the knowledge and skills needed to improve the performance of your business. With FastTrac GrowthVenture, you will create a framework to determine the best way to grow your business.

The primary objectives are to help you effectively evaluate and improve your

- Overall business strategy and vision for the future.
- Ability to maintain a competitive advantage in the marketplace.
- Changing role in managing the business.
- Focus and alignment of all aspects of the business.

Developed by entrepreneurs for entrepreneurs, FastTrac GrowthVenture is a 10-week program that will help you think strategically about your business. As with all FastTrac programs, GrowthVenture combines non-traditional, experiential learning with opportunities to network and learn from your peers as well as seasoned entrepreneurs and professionals who work with start-up businesses.

GrowthVenture is designed for business owners who want to:

- Think more strategically and critically in all aspects of the business.
- Focus on the planning process and put together a business plan to grow the business and increase revenue and profitability.
- Reflect on how they really want to manage the work, highlighting proven leadership strategies and providing insights into healthy organizational management.
- Structure or operate their business with more efficiency.
- Realign the strategic goals and the critical functions of their business.
- Outline specific action steps that will be taken to achieve their business' vision and goals.

Through readings and research, activities and action steps, peer-to-peer interaction, coaching, and facilitated discussions, you will work on the key aspects of assessing where your business is now and exploring opportunities for sustainability and growth.

### ***Topics Covered***

#### **Setting Direction**

Sizing Up Your Business  
Exploring Growth Opportunities  
Making Strategic Decisions

#### **Taking Action**

Using Financial Tools  
Strengthening the Product/Service  
Seizing the Market  
Leading the Organization  
Managing Operations for Growth  
Charting Financial Performance  
Making It Happen