



StreetWise 'MBA'TM Curriculum Overview

Module I: Business & Strategic Assessment – Setting the Stage for Growth

Participants identify and set strategic goals needed to grow their businesses over the next three years. They also assess their own leadership styles and form CEO Mentoring Groups with whom they will collaborate throughout the program – and beyond.

Three sessions

Two CEO Mentoring Groups

Module II: Financial Analysis & Management – Balancing Cash Flow and Bottom Line

Building on the goals set in Module I, Module II focuses on key financial measures to help participants gauge the financial health of their businesses and make effective decisions. With the help of accountants and financial advisors, participants will learn about key financial statements and how each statement relates to one another. Participants will create “financial dashboards” with key ratios that will allow for effective monitoring and comparison to other industry peers. This module will also prepare participants to communicate current and future financial aspirations both internally and externally.

Three sessions

One CEO Mentoring Group

Module III: Marketing & Sales – Building Profitable Sales

Once participants have a clear understanding of their financials, they begin to identify which products and customers promise to be the most profitable and which markets have the greatest potential for growth. Module III helps participants better understand their competition, the needs and desires of their customers, and how to effectively reach customers and improve sales.

Three sessions

One CEO Mentoring Group

Module IV: Resources – Getting What You Need to Grow

In this module, participants will identify the resources – human and financial – needed in order to achieve their growth plans. Participants will learn how to identify and secure key talent, as well how to secure private and public capital, and large institutional and government contracts.

Three sessions

One CEO Mentoring Group

Module V: Putting It All Together

In the final session, participants deliver final presentations of their growth plans to a panel of business experts and their peers.

One session

Two CEO Mentoring Groups

*The learning from these 13 sessions is supplemented by practical session preparation completed in advance of each session. Participant also participate in peer **CEO Mentoring Groups** that meet seven times throughout the program. These groups are self-directed and become a trusted advisory board over time.*