



**Small Business
Development Center
Lock Haven University**

*Helping businesses
start, grow, and prosper.*



A PROGRAM OF THE GEORGIA SBDC NETWORK

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

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!

SBDC training has helped thousands of business Owners build a foundation for growth. *GrowSmart* is the product of SBDC experience and commitment to small businesses throughout the country.

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

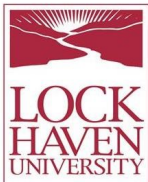
Combined with long-term one-on-one consulting with SBDC professionals, learn to apply course principles and build a business for today's challenging times.

The Pennsylvania SBDC is the go-to resource for growing businesses!

Williamsport Program: May 4 – June 1, 2016

570-484-2589

www.community.lhup.edu/sbdc/training



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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!



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APPLICATION

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Program Outline

The 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:

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Funding support and resources are provided through a cooperative agreement with the U.S. Small Business Administration; by the Commonwealth of Pennsylvania through the Department of Community & Economic Development; and in part through support from Lock Haven University and other sources. All services are extended to the public on a non-discriminatory basis. Special arrangements for persons with disabilities can be made by calling (570) 484-2589.

Location: Innovative Manufacturers' Center

1127 W. Fourth Street, Williamsport, PA 17701

Dates: All Sessions 9:00 am – 4:00 pm

Wednesday, May 4th	Module 1
Wednesday, May 11th	Module 2
Wednesday, May 18th	Module 3
Wednesday, May 25th	Module 4
Wednesday, June 1st	Module 5

Tuition:

\$495 per person

Enrollment:

To allow maximum benefit from this interactive forum, enrollment is limited and an application is required. All applications will be reviewed to eliminate conflicts. Early morning refreshments, lunch and training materials will be provided and are included in the cost of the program.

Application: (Email or fax application to address on the right.)

Name: _____ Title: _____

Business Name: _____

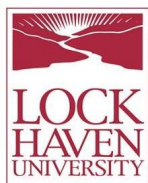
Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Number of employees: _____ Years in Business: _____ Annual Revenue: _____

Description of Business: _____



Program Starts May 4, 2016 — Apply Today!