



ARE YOU AN ESTABLISHED SMALL BUSINESS OWNER WHO WANTS TO TAKE THE NEXT STEP?

Louisville Forward is offering a 10-week program for small business financial and strategic planning.



If you are a small business owner, chances are you started with a business plan. And if you haven't revisited that plan since you started your business, you may need a new plan to move your business forward. A strategy for sustained, manageable growth can take your business to the next level.

Kauffman Foundation's FastTrac® GrowthVenture™ program is a flexible 10-week course, offered by TKT & Associates, Inc. in a 3-hour/week format, with a proven framework to help established small business owners realize their business' full potential through sustainable growth and operational efficiency. TKT provides certified instructors to facilitate the courses in an interactive, group-oriented environment where participants can network with one another to bolster their business knowledge and ideas.

This course is for small business owners who are ready to grow, but don't have the tools in place to reach the next step, whether it's developing a financial or strategic plan, or expanding operations or locations. FastTrac GrowthVenture focuses on the issues needed to build and sustain growth.



In order to apply, businesses must:

- Employ at least two full-time employees, in addition to the owner
- Be in existence a minimum of 3 years
- Be located in Jefferson County

To apply online, please visit <http://tktandassociates.com/services/fasttrac/application/>

Courses Provided by TKT



COURSE DETAILS:

SIZING UP YOUR BUSINESS & VISION FOR GROWTH (Weeks 1 and 2)

Evaluating your business is not always an easy process, especially while you are spending so much time handling your day-to-day operations. Defining success, planning for growth and clarifying your vision will prepare you and your business for increased growth and profitability.

STRATEGIC DECISIONS & BUDGETING STRATEGIES (Weeks 3 and 4)

Understanding that your strategy must match your vision is the best place to start when making strategic decisions. Using financial planning is imperative for this process to succeed. Budgeting and marketing strategies need to be established and incorporated into your Executive Summary, which will help guide you to reach your vision.

STRENGTHEN YOUR PRODUCT/SERVICE & SEIZE THE MARKET (Weeks 5 and 6)

Putting in place a process of evaluating your market and competition helps you adjust your product or service offerings to accommodate the needs of your market. Protecting your brand and its position with pricing strategies and marketing tactics will strengthen your plan. Preparing your product/service projections, competitive analysis and marketing plan will lead to steady and sustained growth.

LEADING YOUR BUSINESS & MANAGING GROWTH (Weeks 7 and 8)

After a serious evaluation of where your business is now, you've identified your vision for the future, and developed a budget and financial strategy; it's time to prepare to lead a healthy organization. Using an effective operational plan is essential to manage your business growth while adjusting your leadership strategy as your business matures through its life cycles.

MEASURING PERFORMANCE & MAKING IT HAPPEN! (Weeks 9 and 10)

Completing financial projections requires using income, cash flow and balance sheet statements to monitor and analyze profits. Monitoring key financial indicators helps you form realistic goals for your business growth. Once you have finalized your financial plan, you are ready to pull all of these elements together to make it happen. You are encouraged to call on your peers, colleagues and professional advisors to present your strategic plan, get feedback and adjust accordingly. Relationships formed with peers and experts through GrowthVenture provide for a wealth of shared knowledge and support. Now, make it happen!

FastTrac® GrowthVenture™ is a registered trademark of the Kauffman Foundation of Entrepreneurship



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For more information, please call us at 502.574.4140.
www.louisvilleky.gov/louisvilleforward