



**Small Business
Development Center**
at Georgia Southern University
UNIVERSITY OF GEORGIA



DATES:
Oct. 30, Nov. 6, Nov. 13, Nov. 20, Nov. 27

WWW.GEORGIASBDC.ORG/GROWSMART

SBDC
growSMART[™]
EXPERTISE FOR GROWING BUSINESSES



SAVANNAH, GA | 912-651-3200 | UGA SBDC IN SAVANNAH

STATESBORO, GA | 912-478-7232 | UGA SBDC AT GEORGIA SOUTHERN UNIVERSITY

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. Contact the SBDC at (912) 651-3200 or email: southerncoastal@georgiasbdc.org.

SBDC GROWSMART™ GETS RESULTS:

This program gets results! In full 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 target 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. SBDC GrowSMART™ is a dynamic program for owners and senior managers of growing businesses.

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 UGA SBDC to meet the needs of growing businesses. Combining the latest ideas with timeless principles, GrowSMART™ will propel your business forward! UGA 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.

WWW.GEORGIASBDC.ORG/GROWSMART

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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 Electric Solutions



PROGRAM OUTLINE

OCTOBER 30 - NOVEMBER 27, 2018

MODULE 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.

MODULE 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.

MODULE 3: LEADERSHIP & 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, TOOLS & 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 fund it.

MODULE 5: OPERATIONS & 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!

“ *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 re 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 Bar



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APPLICATION

OCTOBER 30 - NOVEMBER 27, 2018

PROGRAM OUTLINE

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

LOCATION:

UGA SBDC
513 E. Oglethorpe Ave., Ste. M
Savannah, GA 31401

DATES:

October 30	9:00 am - 4:00 pm	Module 1
November 6	9:00 am - 4:00 pm	Module 2
November 13	9:00 am - 4:00 pm	Module 3
November 20	9:00 am - 4:00 pm	Module 4
November 27	9:00 am - 4:00 pm	Module 5 (Graduation)

ENROLLMENT:

The price of the program is \$895 and requires the application acceptance. Applicants **MUST** be accepted before they can enroll.
(Applications are reviewed to ensure competitive conflicts are minimized.)

FOR INFORMATION CONTACT:

Phone: 912-651-3200
Fax: 912-651-3209
southerncoastal@georgiasbdc.org

APPLICATION FORM

(Email to loverstreet@georgiasbdc.org or apply online at www.georgiasbdc.org/growsmart)

Name: _____

Business/Organization Name: _____

Start Date: ____/____/____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) ____-____ Email: _____

Number of Employees: ____ Years in Business: ____ Annual Revenues: \$____

Description of Business: _____