



AACA Asian Business Training & Mentorship Program Cohort 1 Application

Description

All types of business are invited to apply to the Asian Business Training & Mentorship program (ABTM). The purpose of the program is to empower participants with the knowledge they need to stabilize and grow their businesses. The ABTM program is being offered by the Asian American Civic Association, Inc. This program has been designed by and for Asian businesses and will be offered remotely during the pandemic and in person when it is safe to do so. The program is likely to run from March-August, 2021 (TBD).

The ABTM program will consist of ten (10) 2-hour sessions, which will be held every other week at a time that is convenient for the participants. The reason why we are doing this is to give you ample time between classes to take what you are learning in the classes, through your interactions with the other business owners in your cohort, and through your work with your executive mentor to make improvements to your company. The first nine classes will cover important aspects of operating your businesses and making them more profitable. The topics that will be covered in these classes are listed below. Participants will make final presentations in the tenth class. The purpose of the final presentation is to create a structured way for you to present your overall plan and to demonstrate the extent of your progress and learning in the course.

Each cohort will consist of 8-10 businesses and there will not be any competitors in the group. All information discussed in the program will be treated as confidential and not discussed outside of the program. Participants are expected to attend all classes. Attendance is important because what you are likely to learn from the other business owners in the class can be just as important as what you will learn from the instructors and executive mentors. Attendance is also important because in many cases one topic builds on the previous topic and you need to attend all sessions to fully keep up with the material. If you expect to miss more than two classes you will be asked to discuss your availability to continue in the program with Andy Goldberg, Program Director and devise a plan to catch up with the class.

Class Topics

- Ideas and Innovation
- Industry and External Factors
- Competition and Competitive Advantage
- Required Resources
- Human Resources
- Cost Control
- Profits and Profitability
- Leadership
- Succession Planning

Congratulations for deciding to apply to the ABTM program. The ABTM program has been designed so that you will learn what you need to know to stabilize and grow your companies. You are enrolling in a program with an innovative approach to learning that provides opportunities to learn from the other business owners, the instructors and executive mentors.



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"Designed by and for Asian Businesses"
Cohort 1 Application

1. Name of applicant _____
2. Name of business _____
3. Type of business _____
4. Address _____
5. Email, cellular _____
6. Description of business

7. Number of years in business _____
8. Previous business ownership yes ___ no ___
9. Annual sales _____
10. Number of employees _____ F/T _____ P/T _____ 1099
11. Why are you interested in this program?

12. At what developmental stage is your business currently operating?

13. What specific types of feedback would like to receive?



14. In what manner will you benefit from individual mentorship?

15. What do you expect to get out of the program?

16. How will you contribute to the program?

17. Which aspect of the program do you value the most?

- Working with executive mentor_____
- Interacting with other business owners_____
- Learning from and interacting with the instructors_____
- Presenting a mini case study of your business_____

18. Do you consider yourself a leader in your community? If yes please provide an example.

If you have any questions about the program and how it might benefit your business please contact Andy Goldberg at agoldberg@aaca-boston.org or 617.953.0954. If you convince another eligible business to apply you will receive a 10% discount on the registration fee. In order to reserve a seat in the course please submit this application to Andy Goldberg at agoldberg@aaca-boston.org and mail a check for \$500.00 payable to the Asian American Civic Association, 87 Tyler Street, Boston, MA 02111. Once you are registered you will receive the course description, class schedule, information about selecting your executive mentor, and other program details.