

### The BE STRATEGIC Overview

{pdf}http://www.eflearning.biz/images/stories/be-strategic-introduction-updated.ppt|height:500|width:600|app:google{/pdf}

The value of Be Strategic for the Entrepreneur:

#### Who the program is for:

- Existing business owners that have been in business for two years
- Non competing business will be selected for the same group
- Interested in growing the business

#### How it works:

- 8 sessions over six months in the evening for three hours (dinner provided)
- Four sessions to draft and present your plan to the group
  - Marketing audit
  - Financial review – individual session
  - Peer coaching for problem solving
  - Management to learn delegation
- Taught by experience entrepreneur
- Workbook with worksheets, case studies and samples provided
- Peer group of like minded entrepreneurs focused on growing business and making money

#### Helps set Goals:

1. Develop roadmap for growing an existing business
2. Increase revenue by 25%
3. Put money in owner's pocket with increased profitability

#### Objectives:

- Create Strategic Business Plan – articulate the vision, set measurable goals and determine the strategies to get there.
- Conduct marketing audit and revise marketing approach

- Organize, review and understand financial statements for decision making
- Develop network of “trusted” peers to continue support and problem-solving