

The FocalPoint Entrepreneurial Growth Course

Led by
Certified Business Coach
Mike Stromberg



Next Session starts January 20th, 2021!

Who is this for?

The E-Growth program is designed for business owners and leaders who:

- Have a proven business concept
- Have a demonstrated demand for their product or service
- Are ready to take their business to the next level in terms of growth and effectiveness.



Program Format

- This program runs over three months and consists of eight, 90-120 minute group sessions.
- Each participant will complete a behavioral assessment and receive a one-on-one debriefing.
- Participants complete weekly reading assignments and exercises prior to sessions.

Program Outcomes

- Foundational Business Knowledge
- Practical strategic planning skills
- Usable strategic plan
- Key metrics & business dashboard
- Clarity about who your customers should be and what they need
- Relevant marketing messages



PROGRAM OVERVIEW

Week 1 (1/20 4-6PM): Behavior

Maximize your effectiveness by understanding different styles of behavior, your personal strengths and blind spots and how they affect others.

Week 2 (1/27 4-6PM): Mindset

Understand where your business is in its cycle and what that means for your role as the owner. Learn to set goals from an entrepreneurial perspective and how to turn them into achievable plans.

Week 3 (2/3 4-6PM): Strategic Planning

Create a winning strategic plan that you and your team will actually use. Identify key tactics to get you started on the road to success.

Week 4 (2/17 4-6PM): Metrics

Establish key metrics for managing your business and build a dashboard to track them. Understand the three formulas in business and demystify some important financial terms.

Week 5 (2/24 4-6PM): Customers

Determine which customers you should be serving and work out what they really care about.

Week 6 (3/3 4-6PM): Marketing

Craft the right message targeted at the things that matter to your ideal customers. Position your business and yourself so that you're always at the top of their minds.

Week 7 (3/17 4-6PM): Sales

Build your sales process, learn how to qualify the right prospects and how to present to them in ways that speak to their needs. Overcome objections and create long-term satisfied clients.

Week 8 (3/24 4-6PM): Constraints

Identify what's holding your business back and develop strategies to overcome them.