



Emerging Leaders FAQ

What is Emerging Leaders? SBA will offer the Emerging Leaders Initiative to 15 small business owners (participants) in the Syracuse region. The initiative uses a copyrighted curriculum called the StreetWise Steps™ to Small Business Growth. The curriculum gives small business owners an opportunity to gain knowledge and experience through a combination of 1) executive education; 2) practical tips based on “real-life” business experience, and; 3) advice from business leaders that can be readily applied.

Is Emerging Leaders offered in all SBA district offices? Emerging Leaders is currently offered in 27 host cities including Syracuse as listed on SBA’s webpage www.sba.gov/EmergingLeaders

What will the StreetWise Steps™ Curriculum cover? There are five modules that will be covered in class.

Module 1: Business and Strategy Assessment.

Module 2: Financials.

Module 3: Marketing and Sales.

Module 4: Resources- People, Accessing Capital and Government Contracting.

Module 5: Putting it all together- Strategic Growth Plan Presentations.

Is there a cost? This FREE training program is offered by SBA at no cost to the participating small businesses.

What is the time commitment? The Emerging Leaders initiative will begin in April 2015 and end in November 2015. Participants will commit to 40 hours of in-class time, divided over 13 in-person sessions. Sessions are typically held every other week. Participants will also spend at least 12 hours over the course of the curriculum in self-directed CEO mentoring groups. Participants should expect to spend 3-4 hours preparing for each session by completing out-of-class, practical session preparation. All instructional in-class sessions, CEO Mentoring Groups and session preparation are interconnected and of equal importance. In total, each participant can expect to commit approximately 100 hours to analyzing their business and planning for growth.

How many classes can participants miss and still get a certificate? To receive a certificate, participants cannot miss more than two classroom sessions. If a participant misses more than two classes, they will be encouraged to continue to attend the classes for learning, but may not receive a certificate for completing Emerging Leaders.

What will the Small Business get out of Emerging Leaders? There are no guarantees, but the statistics of those businesses completing the curriculum speak for themselves.

Graduates from the 2009 – 2011 cohorts reported the following information:

- Respondents **grew their revenue by 67%**. On average businesses grew their revenues by 40%.
- Nearly half of the participants secured federal, state, local and tribal contracts with a cumulative total of **\$330 million**. The average value of government contracts secured per business was \$1.3 million.
- Respondents accessed over **\$26M in new financing** (excluding lines of credit) since graduating the program and implementing their Strategic Growth Action Plans.
- Respondents reported creating **908 new full time positions**; an average job creation rate of 1.9 positions per business.
- All participants were introduced and trained on becoming SBA 8(a) certified firms; some respondents are currently certified as SBA 8(a) firms, while other participants reported a focused intention on applying to the 8(a) program.

What is the deadline for registering? Interested applicants should submit an expression of interest form no later than **March 22, 2015**. Applications will be reviewed for eligibility as they are received. The SBA will schedule an interview, and finalists will be selected and notified by **April 1st**. Emerging Leaders classes will begin in mid-April. The classroom venue for training will be held at the Tech Garden, 235 Harrison St, Syracuse, NY 13202.

Who should I contact with additional questions? Contact Dan Rickman at daniel.rickman@sba.gov or (315) 471-9393 ext 250.