



2018 Capital Region Emerging Leaders FAQ

What is Emerging Leaders? SBA will offer the Emerging Leaders Initiative to 15-20 small business owners (participants) in the Capital 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 has expanded to over 50 host cities, including for the second time the Capital Region, as listed on SBA’s webpage www.sba.gov/Emerging Leaders. Emerging Leaders will also be offered in Syracuse in 2018.

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 2018 and end in October 2018. 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 may participants miss? 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.

Emerging Leaders Graduates have reported the following information via survey:

- **62%** of survey respondents reported **increased revenues**.
- Respondents have secured more than **\$1 billion** in government contracts.
- Respondents accessed over **\$73M in new financing**.
- Respondents reported creating **2000 new full time positions** since program inception.
- **70%** of respondents reported **maintaining or creating new jobs** in their communities.

What is the deadline for registering? Interested applicants should submit an expression of interest form no later than **March 16, 2018**. 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 3rd**. Emerging Leaders classes will begin in mid-April.

Who should I contact with additional questions? Contact Dan Rickman at daniel.rickman@sba.gov or (518) 446-1118