



## FREE Business Training Emerging Leaders FAQs

**What is Emerging Leaders?** SBA will offer the Emerging Leaders program to small business owners (participants) in Fresno, CA and surrounding cities. The program 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 Fresno and as listed on SBA’s webpage [www.sba.gov/emergingleaders](http://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 costs to the participating small businesses.

**What is the time commitment?** The initiative will begin in April 2018 and end in November 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 can participants miss and still graduate from the program?** To graduate, participants cannot miss more than two classroom sessions.

**What Emerging Leaders Can Do for You?** There are no guarantees, but the statistics of those businesses completing the curriculum speak for themselves. The benefits of the training series are well documented by the hundreds of entrepreneurs around the country. The initiatives success is highlighted in these numbers. Graduates of Emerging Leaders have:

- \$83 million in new financing.
- Nearly 70 percent saw revenue growth.
- Over 65 percent created new jobs or retained all existing jobs.
- Over \$684 million secured in federal, state, local, tribal and corporate contract awards.
- 96% of Emerging Leaders graduates would recommend the program to others

**What is the deadline for registering?** Interested applicants should register online at <http://www.interise.org/sbaemergingleaders> no later than **March 18, 2018**. Applications will be reviewed for eligibility, SBA will schedule an interview, and finalists will be selected and notified on or after **March 20<sup>th</sup>**. Classes will begin in April 2018. The classroom venue for training will be held at the Fresno SBA office at 801 R Street, Suite 201, Fresno, CA 93721.

**Who should I contact with additional questions?** Contact SBA as follows:  
Emerging Leaders Project Manager: Lupe Cota at [lupe.cota@sba.gov](mailto:lupe.cota@sba.gov) or (559) 487-5791 x2702.

## 2018 Emerging Leaders Schedule

Thursday, 5-8 PM  
 U.S. Small Business Administration  
 Fresno District Office  
 801 R Street, Suite 201  
 Fresno, CA 93721

Module	Session		Thursday
Before Course Begins	0	Session 0	4/12/2018
Module 1 Business & Leadership	1	Introduction to Goal Setting (4:00 pm - 8:00 pm)	4/19/2018
	CMG	CEO Mentoring Group 1	
	2	Setting Initial Strategic Growth Goals	5/3/2018
	3	Challenges and Stages of Small Business Growth	5/17/2018
		<b>Growth Plan I Due</b>	
	CMG	CEO Mentoring Group 2	
Module 2 Finances	4	Financial Statement Analysis	5/31/2018
	5	Financial Analysis as a Business Tool	6/14/2018
	6	Understanding How Others See Your Financials	6/28/2018
	CMG	CEO Mentoring Group 3	
		<b>Growth Plan II Due</b>	
Module 3 Marketing & Sales	7	Identifying and Targeting Your Ideal Customer Base	7/12/2018
	8	Positioning Your Business Within a Competitive Landscape	7/26/2018
	CMG	CEO Mentoring Group 4	
	9	Sales Strategies, Resources and Systems	8/9/2018
		<b>Growth Plan III Due</b>	
Module 4 Resources	10	Human Resources	8/23/2018
	CMG	CEO Mentoring Group 5	
	11	Accessing New Capital: Public and Private Financing	9/6/2018
	12	Accessing New Markets: Doing Business with the Government	9/20/2018
	CMG	CEO Mentoring Group 6	
		<b>Growth Plan IV Due</b>	
	CMG	CEO Mentoring Group 7	
		<b>Final Strategic Growth Action Plan Due</b>	
Module 5 Putting It All Together	13	Final Presentations of Strategic Growth Action Plans	10/11/2018
		Graduation	