

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
		Growth Plan I Due	
	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	
		Growth Plan II Due	
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
		Growth Plan III Due	
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	
		Growth Plan IV Due	
	CMG	CEO Mentoring Group 7	
		Final Strategic Growth Action Plan Due	
Module 5 Putting It All Together	13	Final Presentations of Strategic Growth Action Plans	10/11/2018
		Graduation	