

2015 Emerging Leaders Schedule

University of La Verne, Kern County Regional Campus
1201 24th Street, Suite #D200
Bakersfield, CA 93301

Tuesday, 5-8 PM

Module	Session	Title	Tuesday
<i>Before Course Begins</i>	0	Session 0	
Module 1 Business & Leadership	1	Introduction to Goal Setting 4:00 pm - 8:00 pm this class only	4/28/2015
	CMG	CEO Mentoring Group 1	
	2	Setting Initial Strategic Growth Goals	5/12/2015
	3	Challenges and Stages of Small Business Growth	5/26/2015
		Growth Plan I Due	
	CMG	CEO Mentoring Group 2	
Module 2 Finances	4	Financial Statement Analysis	6/9/2015
	5	Financial Analysis as a Business Tool	6/23/2015
	6	Understanding How Others See Your Financials	7/7/2015
	CMG	CEO Mentoring Group 3	
		Growth Plan II Due	
Module 3 Marketing & Sales	7	Identifying and Targeting Your Ideal Customer Base	7/21/2015
	8	Positioning Your Business Within a Competitive Landscape	8/4/2015
	CMG	CEO Mentoring Group 4	
	9	Sales Strategies, Resources and Systems	8/18/2015
		Growth Plan III Due	
Module 4 Resources	10	Human Resources	9/1/2015
	CMG	CEO Mentoring Group 5	
	11	Accessing New Capital: Public and Private Financing	9/15/2015
	12	Accessing New Markets: Doing Business with the Government	9/29/2015
	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	10/20/2015
		Graduation	