



SBA Emerging Leaders FAQs

www.sba.gov/EmergingLeaders



What is Emerging Leaders?

Emerging Leaders is an executive education course for small businesses poised for growth. 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 51 locations, including Seattle and Spokane.

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?

No, this **free** training program is offered by SBA at no cost to the participating small businesses.

What is the time commitment?

The initiative will begin in April 2017 and end in October/November 2017. In total, each participant can expect to commit approximately 100 hours to analyzing their business and planning for growth:

- 40 hours of in-class time, divided over 13 in-person sessions typically held every other week
- 12 hours in self-directed CEO mentoring groups
- 3-4 hours preparing for each session by completing out-of-class, practical session preparation

How many classes can participants miss and still graduate from the program?

To graduate, participants cannot miss more than two classroom sessions.

Can a participant attend “virtually” by calling in or attending a class via webinar?

Due to group exercises and the confidentiality of information discussed in class, attendance must be in person.

Where will classes take place?

Seattle: SBA Education & Training Center (2401 Fourth Ave. | Seattle, WA 98121).

Spokane: Northwest Business Development Association (9019 E. Appleway Blvd. | Spokane Valley, WA 99212)

What will a small business get out of Emerging Leaders?

Typically, a business owner will get out what they put in. Nationally, graduates from Emerging Leaders have:

- Created more than 2,400 new full-time jobs
- Secured federal, state, local and tribal contracts awards more than \$1 billion
- Accessed more than \$73 million in new financing
- 95% were satisfied with the Emerging Leaders program.

What is the deadline to register?

Interested applicants should register online at www.interise.org/SBAEmergingLeaders by **March 1, 2017**.

Applicants will be reviewed for eligibility, interviewed, and notified by **March 21, 2017**.

Who should I contact with additional questions?

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