



# MWBEvolution in Durham

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## CURRICULUM OVERVIEW

### I BUSINESS & STRATEGIC ASSESSMENT: SETTING THE STAGE FOR GROWTH

#### Three Sessions / Two CEO Mentoring Groups / Two Live Cases

Participants identify and set strategic goals needed to grow their business over the next three years. They also assess their own leadership styles and form CEO Mentoring Groups with whom they will collaborate throughout the program—and beyond.

### II FINANCES: BALANCING CASH FLOW & BOTTOM LINE

#### Three Sessions / One CEO Mentoring Group / Two Live Cases / Guest Experts

With the help of accountants and financial advisors, participants will learn about key financial statements and how financial statements relate to one another. Participants will create “financial dashboards” with key ratios that will allow for effective monitoring and comparison to other industry peers. This module will also prepare participants to communicate current and future financial aspirations both internally and externally, and prepare participants to gauge the financial health of their businesses and make effective decisions.

### III MARKETING & SALES: BUILDING PROFITABLE SALES

#### Three Sessions | One CEO Mentoring Group

Once participants have a clear understanding of their financials, they begin to identify which products and customers promise to be the most profitable and which markets have the greatest potential for growth. Module III helps participants better understand their competition, the needs and desires of their customers, and how to effectively reach customers and improve sales.

### IV RESOURCES: GETTING WHAT YOU NEED TO GROW

#### Three Sessions / One CEO Mentoring Group / Four Live Cases / Guest Experts

In this module, participants will identify the resources – human and financial – needed in order to achieve their growth plans. Participants will learn how to identify and secure key talent, as well as how to secure private and public capital.

### V PUTTING IT ALL TOGETHER

#### One Session / Two CEO Mentoring Groups / Final Presentations

In the last session, participants deliver final presentations of their growth plans to a panel of business experts and their peers.

#### TOTAL HOURS

In-Class	40 hours
Ceo Mentoring Groups	12 hours
Overall Program	92 – 100+ hours

1.5 hour CEO Mentoring Groups meet throughout the program to supplement the learning of these 13 sessions. These groups are self-directed and become a trusted advisory board over time.