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 And 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
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 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.

Jerrianne Jackson, AMP UP! Program Manager
City of Charlotte | Economic Development Office
704.432.1311 | jbjackson@charlottenc.gov

www.interise.org/amp-up-charlotte/