

The Growth Initiative Application

Name: _____ Business: _____
 Position: _____ Email Address: _____
 Business Address: _____
 City: _____ State: _____ Zip: _____
 Industry: _____
 Year Business Started: _____ Percentage Ownership: _____ %
 Business Phone: _____ Cell Phone: _____

	2012	2011	2010
Gross Revenue	\$ _____	\$ _____	\$ _____
Net Profit	\$ _____	\$ _____	\$ _____
Full Time Employees	_____	_____	_____

What growth goals do you have for your business over the next 2 years? Next 3 years? Next 5 years?

What are your expectations in participating in GFDA's Growth Initiative?

What are your greatest concerns for your business?

In what areas of business to do have experience you could share? For those not listed, please add.

Downsizing	Employee Buyout	Partner Removal
Double Digit Growth	Multi Location Management	Corporate Restructuring
Rebranding	System Design/Implementation	Exporting
Team Development	Social Media/Digital Marketing	Employee Loyalty Development

Entrepreneur Package | \$2,500 (a \$2,620 value)

Includes **Thought Patterns for High Performance, PeerSpective Roundtable, and GrowthWheel**

The Entrepreneur Package of The Growth Initiative is a \$2,500 investment into an intense, multi-faceted year-long program to assist you in generating wealth and transferrable value for you and your business. A deposit of \$500 must accompany your application to indicate your commitment towards the over 80 hours of training, peer learning and coaching you will receive. If accepted, the remaining cost (\$2,000) will be invoiced to you.

Thought Patterns for High Performance (A licensed product of The Pacific Institute) | \$420

This two day live-facilitated video curriculum provides the tools needed to sustainably create change in the way you think, the ability to eliminate the stress of change, and the ability to self-regulate at ever higher levels of excellence. Lunch and breaks are provided and included in the cost of attendance.

PeerSpective Roundtable (A licensed product of The Edward Lowe Foundation) | \$950

The PeerSpectives Systems follows a protocol that focuses on sharing experiences instead of giving advice. This protocol brings consistency to the quality and the timeliness of topics and ensures a balanced discussion not dominated by any one issue or individual.

GrowthWheel & Coaching | \$1,250

In the GrowthWheel's 360 framework, four lasting business challenges are broken into 20 focus areas. When a growth company is not growing the way it could, the reason is that more work is needed in one or several focus areas. Decisions have not yet been made, and actions have not yet been taken. Rather than trying to do everything at once – or make plans for everything – the core message of GrowthWheel is to find the single most important areas and focus on them first. The four lasting business challenges are: Attractive Business Concept; Strong Organization; Lasting Customer Relations; Profitable Operations. This program also includes 20 hours of specific, participant focused coaching.

Executive Book Club | \$1,350

A reading and conversation group designed for business leadership who demand great ideas to enhance the effectiveness of the enterprises they run. The Club will read through six of today's most well-known and often-read business and leadership texts then meet to examine opposing views on author's ideas and find application for the ideas in real world situations. The program runs twice a year, November to March and May to September.