



**Accelerated
Growth Series®**

CAPACITY BUILDING FOR WOMEN ENTREPRENEURS



Women-owned
businesses are
growing faster
than male-owned
businesses

The Need

According to “Gender & Establishment Dynamics, 2002-06” published by the U.S. SBA Office of Advocacy, women-owned businesses are growing faster than male-owned businesses; yet the average four-year survival rate for women was 66% compared to 72% for men. According to the 1997-2007 U.S. Census Bureau data, women-owned businesses lost their revenue-based market share by more than 10%—representing just under 4% of total revenue share. According to the Center for Women’s Business Research, the most glaring need for women-owned businesses stems from lack of knowledge on how to grow a business from Point A to Point B, becoming an employer firm, and moving from being the technical firm to the business leader.

The **NAWBO® Institute for Entrepreneurial Development** seeks to strengthen the wealth-creating capacity of women business owners and to promote economic development within the business community—thereby building a legacy of success for future generations of women entrepreneurs. The NAWBO® Institute is proud to present the **Accelerated Growth Series®**—a premiere capacity-building educational program designed exclusively for the women's entrepreneurial community.

About the Program

At the NAWBO® Institute, we understand the *unique needs and challenges* of women-owned businesses. The Accelerated Growth Series® offers a flexible and customized educational platform that delivers exceptional tools and knowledge women business owners can immediately apply to their businesses. Participation in the full program will enable *growth-minded women entrepreneurs* to gain a comprehensive assessment of their business and implications for long-term success; develop a long-term strategic plan that serves as the roadmap for accelerated growth; implement growth strategies and monitor organizational performance; gain exclusive access to industry experts and business networks; and become a part of a community of peers who are all dedicated to each other's success. The program is exclusively designed for women-owned businesses to deliver the highest *return on their investment* and at the same time manage the ever-increasing demand on their time and resources.



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NAWBO
INSTITUTE FOR ENTREPRENEURIAL DEVELOPMENT

Sponsored by



2011 Program Schedule

Workshop 1

Assessing Your Organizational Capacity

Monday, April 25, 2011, 12-9 pm &
Tuesday, April 26, 2011, 8 am-3 pm
Application Deadline: March 25, 2011

Workshop 2

Developing a Strategic Plan for Growth

Thursday, June 16, 2011, 12-9 pm &
Friday, June 17, 2011, 8 am-3 pm
Application Deadline: May 20, 2011

Program Location

Wells Fargo Penthouse
420 Montgomery Street
San Francisco, CA 94104
415-396-2119

Program Fee* (per participant per workshop)

- **\$325:** NAWBO® Member Rate
- **\$425:** Non-Member Rate**
- **\$250:** Senior Executive from accepted company
- **15%:** Discount off of total program fee when you sign up for multiple workshops

*Program fee includes all lectures, interactive workshops, Organizational Assessment Survey (\$1,500 value), program materials, meals, online community and ongoing program support. Fees do NOT include travel, lodging or NAWBO® chapter membership.

**Non-Member Rate includes complimentary NAWBO® National At-Large Membership (\$200 value).

Facilitators

- **Yvonne Randle, Ph.D.**, Executive Vice President of Management Systems
- **Laura Yamanaka, CPA**, President of teamCFO

Application Criteria

- 50% or more woman-owned business
- Revenue of \$500,000 or more
- Been in business for more than 3 years
- Submit application form accompanied by \$25 non-refundable processing fee by deadline

Upon Acceptance

- Sign a confidentiality agreement
- Participate in the Organizational Effectiveness Survey and submit results by deadline
- Submit program evaluation and feedback

For more information about the Accelerated Growth Series® workshop offerings, schedule, application criteria and facilitator bios, visit www.nawbo.org, click Events/Programs on the main menu and visit the **Accelerated Growth Series®** page.

Program Deliverables

- High-impact program content delivered by renowned experts with advanced credentials
- Tiered curriculum that provides the flexibility to participate in one or more workshop offerings
- Two-day workshop format that minimizes the time away from your business and travel expenses
- Workshop sessions that offer a combination of lectures and interactive workshops that maximize results
- Application criteria that ensures each offering is the right “fit” for your business depending on where you are in the organizational development cycle
- All-inclusive and return-on-investment program fee that includes lectures, interactive workshops, Organizational Effectiveness Survey* (\$1,500 value), program materials, meals, online community, NAWBO® National annual membership for non-members (\$200 value) and ongoing program support

*The 65-item Organizational Effectiveness Survey assesses the extent to which the company has developed the “infrastructure” to support its current and future stage of development. This survey will be administered to the participant and up to 10 members of her team for those applicants who are accepted into Workshop 1 and will serve as the foundation for assessing and tracking the performance of each participant throughout the program.



Program Structure

Workshop 1

Assessing Your Organizational Capacity

Limited to 75 participants per session; and must meet application criteria

Workshop 2

Developing a Strategic Plan for Growth

Limited to 50 participants per session; and must have successfully completed Workshop 1

Workshop 3

Executing Winning Growth Strategies

Limited to 50 participants per session; and must have successfully completed Workshops 1 & 2

Workshop Format*

Day 1

Networking Lunch	12:00 – 1:00 pm
Lecture Presentation	1:00 – 5:00 pm
Networking Dinner	5:00 – 6:00 pm
Interactive Workshop	6:00 – 9:00 pm

Day 2

Continental Breakfast	8:00 – 8:30 am
Interactive Workshop	8:30 – 11:30 am
Lecture Presentation	10:30 – 12:00 pm
Networking Lunch	12:00 – 1:00 pm
Lecture	1:00 – 3:00 pm

*Format subject to change

Apply Today!

Don't miss out on this unique opportunity to take your business to the next level of growth. For more information about the Accelerated Growth Series® offerings or to submit your application, visit www.NAWBO.org, click Events/Programs on the main menu and visit the **Accelerated Growth Series®** page.

About NAWBO®

Founded in 1975, the National Association of Women Business Owners® (NAWBO®) is the unified voice of America's more than 10 million women-owned businesses representing the fastest growing segment of the economy. NAWBO® is the only dues-based organization representing the interests of all women entrepreneurs across all industries; and boasts more than 7,000 members and 70 chapters across the country. With far-reaching clout and impact, NAWBO® is a one-stop resource to propelling women business owners into greater economic, social and political spheres of power worldwide.

In 2003, NAWBO® formed the NAWBO® Institute for Entrepreneurial Development, a 501(c)3 non-profit educational foundation that seeks to provide opportunities for capacity building and organizational development for emerging and established women entrepreneurs. Through the Institute, NAWBO® aims to strengthen the wealth-creating capacity of women business owners and to promote economic development within the entrepreneurial community so we can build a legacy of success for the next generation of women entrepreneurs.

For sponsorship or program underwriting opportunities, contact the NAWBO® Institute at 800-55-NAWBO or Institute@nawbo.org.



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Washington, DC 20004

www.nawbo.org

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