

**CSUDH Carson Small Business Growth Academy (CCSBGA)  
Inaugural Class 2022  
Theme: Grow from Where You Are**

**Academy Location:** CSUDH Incubator

**Cohort Size:** Cohort of up to 30 participants

**Intended Audience:** Carson Small Business Owners or Sr. Management in companies with up to 100 employees and/or revenue up to \$20 million

**Recommended Start Date:** Fall 2022 -- September 9, 2022, or September 16, 2022

**Session Features:** 7:30 a.m. Continental Breakfast with 10 Friday morning sessions starting at 8 a.m. and ending at 10 a.m.

**Curriculum Features:** Lead Instructor for the duration of the **Academy**, with featured weekly Guest Speakers and/or Content Experts

**Curriculum Topics:**

1. *Planning Growth* – Growth oriented leadership planning
2. *Market Growth Strategies* – Pathways to new and expanded revenue streams
3. *Building Technical Growth* – CRMs, accounting software, & other technical infrastructure
4. *Sales and Marketing Strategies for Growth* – Upgrading digital and physical presence
5. *Customer Service/Customer Relations* – Growth through service and customer experience
6. *Business Financing* – Internal and external sources of financial capital
7. *Human Resources/Legal/Regulations/Permitting* – Getting it right the first time
8. *Branding/Advertising 2.0* – Conveying your customer promise
9. *Leadership* – Ongoing growth leadership techniques for your business
10. *Showcase of Participants' Businesses* – With invited Guests/City Officials

**Academy Structure:** 9 Weekly Workshops with “homework” and/or “group work” outside of the learning environment and a culminating Showcase on Week 10

**Continuing Education Units:** Two (2) CEUs for participants who request it and complete the program.

**Cost of the Academy:** A total cost of \$9995 for up to 30 Participants (facilitator/guest speaker costs, materials, parking, breakfast). CSUDH provides use of their facilities as an in-kind donation.

**Funding of the Academy:** City of Carson Funds

**Continued Growth Academies:** Based upon the results and learnings of this inaugural pilot program, CSUDH being able to scale the program to both larger cohorts offered 2-4 times a year, potentially with specialization by industries, brick-and-mortar vs. online, etc.