

10-Month Small Business Growth Mastermind Group

Objective: To foster mutual learning, collaboration, and growth among small business owners through structured discussions and shared experiences.

Session 1: Introduction to Mastermind Groups

- **Purpose and Benefits:** Understanding the power of collective intelligence and support.
- **Group Dynamics:** Establishing trust, confidentiality, and commitment.

Session 2: Goal Setting and Vision

- **SMART Goals:** Setting Specific, Measurable, Achievable, Relevant, and Time-bound goals.
- **Vision Crafting:** Defining the long-term vision and aligning short-term goals.

Session 3: Strategic Planning

- **SWOT Analysis:** Assessing strengths, weaknesses, opportunities, and threats.
- **Market Analysis:** Identifying target markets and competitive landscape.

Session 4: Marketing and Branding

- **Brand Identity:** Developing a unique value proposition and brand message.
- **Marketing Strategies:** Exploring digital marketing, content strategies, and customer acquisition.

Session 5: Financial Management

- **Budgeting and Cash Flow:** Understanding financial statements and cash flow management.
- **Profitability Strategies:** Pricing strategies, cost control, and profitability analysis.

Session 6: Operations and Efficiency

- **Process Improvement:** Lean principles and operational efficiency.
- **Scaling Strategies:** Managing growth without compromising quality.

Session 7: Leadership and Team Development

- **Leadership Styles:** Identifying personal leadership strengths and areas for growth.
- **Team Building:** Hiring, training, and fostering a productive team culture.

Session 8: Innovation and Adaptability

- **Innovative Thinking:** Encouraging creativity and innovation within the business.
- **Adapting to Change:** Strategies for navigating market shifts and industry trends.

Session 9: Peer Feedback and Accountability

- **Monthly Progress Reports:** Sharing successes, challenges, and lessons learned.
- **Peer Coaching:** Providing constructive feedback and support.

Session 10: Celebration and Reflection

- **Milestone Achievement:** Recognizing milestones and successes.
- **Group Reflection:** Reviewing overall progress and setting new goals.

Additional Resources:

- **Guest Speakers:** Inviting experts in various fields relevant to business growth.
- **Reading Materials:** Recommended books, articles, and case studies.

This curriculum provides a structured framework for the mastermind group, focusing on practical skills, strategic thinking, and continuous improvement essential for small business growth.

FEE: \$3,000 for 10 months