

Scale Up! Curriculum

Updated February 2022

Session #	Title	Content
1	Kickoff	Introduction to the Program; Pre-Work Assessment (Kolbe) Overview and Results
2	Profit Mastery 1	Intro to Profit Mastery; Accounting Basics; Working with Gross Margin
3	Profit Mastery 2	Financial Statements and Ratios (Case Study); Your Ratio Scorecard
4	Profit Mastery 3	Comparing to Your Industry; The Completed Scorecard; The Road Map
5	1	Clear Vision
6	Executive Mgmt System 2	Your Business/Your Customers
7	Circle 1	<i>Marketing Challenges for Stage 2 Companies</i>
8	Executive Mgmt System 3	Clear Structure: Functions, Processes, Positions
9	Executive Mgmt System 4	Clear Structure: Hiring Plan
10	Leadership 1	<i>Leadership vs Management; Creating Culture</i>
11	Profit Mastery 4	The Road Map and Low Cash; Creating a Plan for Improvement (Profit Mastery Assessment)
12	Profit Mastery 5	Working with Break-Even; Olympic Case Study
13	Profit Mastery 6	Cash Flow; Comprehensive Forecasting, Budgeting and Projections
14	Profit Mastery 7	Growth's Impact on the Balance Sheet; Financial Gap
15	Executive Mgmt System 5	Your Culture
16	Leadership 2	<i>Overcoming Imposter Syndrome</i>
17	Circle 2	<i>HR Processes Overview; Performance Management</i>
18	Executive Mgmt System 6	Strategic Plan
19	Executive Mgmt System 7	Execution Plan
20	Profit Mastery 8/LAB	Banking and Exit/Transition; LAB
21	Executive Mgmt System 8	Integration and Flow
22	Leadership 3	<i>Gap vs Gain</i>
23	Circle 3/LAB	<i>Topic Selected by Participants</i>
24	Graduation	Final Presentations by Participants

Program is followed by one year of monthly Circle sessions, including membership in The BWC