

# 2024 ScaleUp! Schedule

July 12, 2023

Date	Session #	Title	Content	Facilitator
5/8/2024	1	Kickoff	Introduction to the Program; Pre-Work Assessment (Kolbe) Overview and Results	All
5/15/2024	2	Profit Mastery 1	Intro to Profit Mastery; Accounting Basics; Working with Gross Margin	Jane Zilch
5/22/2024	3	Profit Mastery 2	Financial Statements and Ratios (Case Study); Your Ratio Scorecard	Jane Zilch
5/29/2024	4	Profit Mastery 3	Comparing to Your Industry; The Completed Scorecard; The Road Map	Jane Zilch
6/5/2024	11	Profit Mastery 4	The Road Map and Low Cash; Creating a Plan for Improvement (Profit Mastery Assessment)	Jane Zilch
6/12/2024	5	Way of Working 1	Clear Vision	Lani Basa
6/19/2024		BREAK	(Juneteenth Holiday)	
6/26/2024	6	Way of Working 2	Your Business/Your Customers	Lani Basa
7/3/2024	7	Way of Working 3	Clear Structure: Functions, Processes, Positions	Lani Basa
7/10/2024	8	Circle 1	Marketing Challenges for Stage 2 Companies	Jane Zilch/Meghan Lynch
7/17/2024	9	Way of Working 4	Clear Structure: Hiring Plan	Lani Basa
7/24/2024	10	Leadership 1	Leadership vs Management: Creating Culture	Erin Werde
7/31/2024	12	Profit Mastery 5	Working with Break-Even; Olympic Case Study	Jane Zilch
8/7/2024	13	Profit Mastery 6	Cash Flow; Comprehensive Forecasting, Budgeting and Projections	Jane Zilch
8/14/2024	14	Profit Mastery 7	Growth's Impact on the Balance Sheet; Financial Gap	Jane Zilch
8/21/2024	15	Way of Working 5	Your Culture	Lani Basa
8/28/2024	16	Leadership 2	Overcoming Imposter Syndrome	Erin Werde
9/4/2024		BREAK		
9/11/2024	17	Circle 2	Hr Processes Overview; Performance Management	Jane Zilch/Lisa Johnson
9/18/2024	18	Way of Working 6	Strategic Plan	Lani Basa
9/25/2024	19	Way of Working 7	Execution Plan	Lani Basa
10/2/2024	20	Profit Mastery 8/LAB	Banking and Exit/Transition; LAB	Jane Zilch
10/9/2024	21	Leadership 3	Gap vs Gain	Erin Werde
10/16/2024		BREAK		
10/23/2024	22	Way of Working 8	Integration and Flow	Lani Basa
10/30/2024	23	Graduation	Final Presentations by Participants	ALL
Jan '25	26	Circle 3		Jane Zilch
Feb '25	27	Circle 4		Jane Zilch
Mar '25	28	Circle 5		Jane Zilch
April '25	29	Circle 6		Jane Zilch
May '25	30	Circle 7		Jane Zilch
Jun '25	31	Circle 8		Jane Zilch
Aug '25	32	Circle 9		Jane Zilch
Sept '25	33	Circle 10		Jane Zilch
Oct '25	34	Circle 11		Jane Zilch
Nov '25	34	Circle 12		Jane Zilch

