



FastTrac® Listening to Your Business™

STOP dreaming **START** doing

What is FastTrac® Listening to Your Business?

Listening to Your Business is a hands-on, facilitated workshop designed to provide entrepreneurs and business managers with the critical evaluation tools and action steps they need to maximize the growth and profitability of their businesses.

What will I do?

This four-hour workshop will take you and a small group of fellow entrepreneurs through a four-step evaluation and action process designed to enhance your company's performance, now and into the future including:

- Setting your three-year vision - A series of activities through which you will discover where your business is today and where you want to be in three years.
- Taking a snapshot of your business - A process to determine what stage of development your business is in today (concept, start-up, growth, maturity, innovation or decline) and what stage you want it to be in three years from now.
- Evaluating where you are in the planning process - Assess what plans are or are not in place (feasibility plan, business plan, strategic plan, operational plan) and how they can be adjusted or created to maximize your company's success.
- Translating your goals into action steps - Nail down the actions and resources that your company needs to reach its three-year vision.

For more information on our FastTrac programs, our FastTracSC Coalition or for general questions please see the following:

www.fasttracsc.org

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