



## Emerging Leaders FAQs

**What is Emerging Leaders?** SBA will offer the Emerging Leaders program to small business owners (participants) in Fargo, North Dakota. The program uses a copyrighted curriculum called the StreetWise Steps™ to Small Business Growth. The curriculum gives small business owners an opportunity to gain knowledge and experience through a combination of 1) executive education, 2) practical tips based on “real-life” business experience, and, 3) advice from business leaders that can be readily applied.

**Emerging Leaders information:** <https://www.sba.gov/about-sba/sba-initiatives/sba-emerging-leaders-initiative>

**What will the StreetWise Steps™ Curriculum cover?** There are five modules that will be covered in class. Module 1: Business and Strategy Assessment. Module 2: Financials. Module 3: Marketing and Sales. Module 4: Resources- People, Accessing Capital and Government Contracting. Module 5: Putting it all together- Strategic Growth Plan Presentations.

**Is there a cost?** This FREE training program is offered by SBA at no cost to the participating small businesses.

**What is the time commitment?** The initiative will begin in mid-April 2018 and end in October 2018. Participants will commit to 40 hours of in-class time, divided over 13 in-person sessions. Sessions are typically held every other week. Participants will also spend at least 12 hours over the course of the curriculum in self-directed CEO mentoring groups. Participants should expect to spend 3-4 hours preparing for each session by completing out-of-class, practical session preparation. All instructional in-class sessions, CEO Mentoring Groups, and session preparation are interconnected and of equal importance. In total, each participant can expect to commit approximately 100 hours to analyzing their business and planning for growth.

**How many classes can participants miss and still graduate from the program?** To graduate, participants cannot miss more than two classroom sessions.

**What Emerging Leaders Can Do for You?** There are no guarantees, but the statistics of those businesses completing the curriculum speak for themselves. The benefits of the training series are well documented by the hundreds of entrepreneurs around the country. The initiatives success is highlighted in these numbers. Graduates of Emerging Leaders have reported:

- \$17 million in new financing.
- Nearly 70 percent saw revenue growth.
- Over 80 percent created new jobs or retained all existing jobs.
- Over \$700 million secured in federal, state, local, tribal and corporate contract awards.

**What is the deadline for registering?** Interested applicants should register online at: <http://www.interise.org/sbaemergingleaders> no later than **March 1, 2018**. Applications will be reviewed for eligibility, SBA will schedule an interview, and finalists will be selected and notified by **March 20<sup>th</sup>**. Classes will begin in April 2017. The classroom venue for training will be held at the NDSU Research and Technology Park in Fargo, North Dakota.

**Who should I contact with additional questions?** Contact SBA Emerging Leaders Project Manager: Sherri Komrosky at 701-239-5658 or [sherri.komrosky@sba.gov](mailto:sherri.komrosky@sba.gov).