

## GROW YOUR BUSINESS

**1**

### WELCOME TO THE COURSE

- Welcome
- Getting started
- Get to know your peers
- Where are your peers located? (Exercise 1)

**2**

### GENERATING IDEAS FOR YOUR GROWTH OPPORTUNITIES

- Maximizing your growth potential
- Identifying a good opportunity
- Selecting a growth opportunity
- Preparing to generate ideas for your growth opportunities
- Generating ideas for your growth opportunities (Exercise 2)

**3**

### DEFINING YOUR BUSINESS OPPORTUNITY

- Preparing to stretch your ambitions
- Stretching your ambitions (Exercise 3)
- Which opportunity has the greatest potential? (Exercise 4)
- Feasibility Checklists
- Assessing the feasibility of your opportunity (Exercise 5)
- Reflecting on the feasibility of your opportunity

**4**

### WRITING YOUR OPPORTUNITY STATEMENT

- Articulating your opportunity
- Writing your Opportunity Statement (Exercise 6)
- Reflecting on your Opportunity Statement

5



## THE BUSINESS GROWTH PLAN

- Introducing the Business Growth Plan
- What is the Business Growth Plan?
- Philosophy of the Business Growth Plan
- Identifying your goals (Exercise 7)
- Accessing your Business Growth Plan
- Recording your progress

6



## NEXT STEPS

- End of course assessment
- Congratulations
- Progressing to the next course in *10,000 Women*