



Business Acceleration Program – April 17 – May 22, 2019

A unique six-week training and consulting program to help 15 Kenmore area small businesses, accelerate profitable and sustainable growth of \$300,000 to \$2M

Sponsored by the City of Kenmore and the Port of Seattle

Dates/Times: Wednesdays, 5:30–8:00PM. April 17, 24, May 1, 8, 15, & 22

Location: Kenmore City Hall, 18120 68th Ave NE, Kenmore, WA 98028

Fee: \$100 course materials fee paid by the business. Up to three people from the same business may attend. The series is limited to 15 private-owned businesses in the Kenmore area. Application / Pre-registration is required. (see page 4 for application)

Each business receives:

- 15 hours of business acceleration instruction in a select cohort of up to 15 local area businesses.
- Guest speakers who are business acceleration experts and entrepreneurs.
- Two and a half hours of individual consulting with a certified Hot100Business consultant.
- Series workbook from the book, “Best Practices of High-Performance Entrepreneurs, 2018 Hot100Business Edition.

Does this sound like your business?

- Privately-owned small business either located in or near Kenmore, or majority owned by a Kenmore resident.
- Business has the potential to grow a minimum of \$300,000 and the owners are committed to working on growing the business now.
- This program is likely the best fit for (but not limited to):
 - Existing, growth-oriented businesses with staff of 3 FTE (full time equivalent).
 - Startups with growth potential that will need 3 FTE staff within one year.
- To be accepted into the program, the attendees are:
 - Owners and/or managers who can make major decisions and changes in the business now.
 - Committed to attending all six classes and scheduling two and a half hours with the business acceleration consultant. Total of 17.5 hours over six weeks.



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Training Topics:

From the 5XE series workbook; “Best Practices of High Performance Entrepreneurs,” 2018 Hot100Business Edition.

Session 1

- **Grow Faster Now – 5XE Accelerated Growth Plan** – Design your business to create profitable and sustainable revenue growth of \$300,000 to \$2 million+. What would your business look like at this higher level of revenues? How many staff and locations would we need? What kind of equipment and funding? How can we get there quickly, without taking huge risks in the process? This is concentrated version of the one-day Grow Faster Now workshop.

Session 2.

- **5XE Business Ownership** – The 30 best practices of high-performance owners that create sustainable profit and more owner compensation right away, and why your business to build equity of at least \$3 million.
- **5XE Business Management** – Accelerated implementation of 57 best practices of high-performance management teams.

Session 3

- **5XE Marketing Part A** – Efficient and effective best practices that enable and accelerate multi-million-dollar growth.
- **5XE Marketing Part B**– 49 best practices that will help you outrun the competition and create sustainable market advantages.

Session 4

- **5XE Productivity**– 40 best practices to accelerate and enhance profitability and cash flow without increasing revenues.
- **5XE HR and Staffing** – Staffing is the difference between self-employment and building a business. It is also often directly correlated to the success and pace of business acceleration and profitability.

Session 5

- **5XE Finance and Accounting Part A** – The 44 best practices that make the difference between financial success and failure. These best practices often take 20 years of experience to learn the hard way and can save your business from disaster. How to make your business easier to grow and manage.



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- **5XE Finance and Accounting Part B** – How to make your banker, CPA, and other resources love your business right now.

Session 6

- **5XE Risk Management** – 54 best practices to prevent problems that can damage and kill a business.
- **5XE Next Phase & Growth Management** – How to build a highly competitive, multi-divisional business that creates an enduring legacy for owners and key employees. Here's how to do it faster even though most businesses fail to reach this stage.

Guest Speakers– 5XE/BAP training includes guest speakers that are experts on their topic as well as follow-up resources to grow your business, including prestigious Inc. 500/5000, and other award-winning business owners.

Program Trainer and Consultant

Corey Hansen, MSCOD, is the founder and consultant of Hot100Business, and helped create over \$2 billion in new equity. A growing number of Corey's clients have made it to prestigious "fastest-growing" lists, such as the **Inc 500/5000**, the **SBA Small Business of the Year**, the **Business Journal Hot 100** and many others. His most successful client to date is **PopCap Games**, which was sold for \$1.3 billion, after just 10 years from startup.

Corey's goal is to help business leaders accelerate growth and profitability and build a sustainable financial legacy. Formerly one of the top-performing business specialists with the Washington Small Business Development Centers, Corey is a top graduate of Central Washington University in Operations Management and Business Economics. He also has a Master of Science in Organizational Development specializing in High Performance Entrepreneurs, from CWU.

Corey is co-author of the book, "Best Practices of High Performance Entrepreneurs" (2006–2018), which has helped thousands of business leaders to build high-performance businesses. Corey has been featured in articles in Inc. Magazine and Go Magazine. He is the program consultant for the Kenmore Business Incubator, a City of Kenmore program.

Please complete pages 4 and 5 of the Business Acceleration Program application and send a scanned copy to Corey@Hot100Business.com.

If you have any questions, please contact Corey Hansen at the email address above, or Nancy Ousley, City of Kenmore Assistant City Manager at 425-398-8900 nousley@kenmorewa.gov



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Business Acceleration Program Application:

Information provided is confidential and applications will be reviewed on a first come first serve basis. All applications will receive written recommendations and referrals to resources to help grow the business.

Please complete pages 4 and 5 of the application and send a scanned copy to Corey@Hot100Business.com.

1. Business info:

Business Name: _____

Primary business address: _____

Year business started: _____ Industry: _____

2. Primary contact:

Name: _____ Title: _____

Telephone: _____ Email: _____

3. Number of Staff:

Owners: #Full time: _____ #Part time: _____

Non-owner management: #Full time: _____ #Part time: _____

Other staff/contractors #Full time: _____ #Part time: _____

4. Annual Revenue:

2018 revenues: under \$300,000: _____ \$300,000 to \$1M: _____ \$1M+: _____

Potential to grow revenues \$300,000 or more within two years? Y/N _____

5. The training and consulting are for the owner and up to two other members of the management team.

How many of your team management team will attend **ALL 6** of the training sessions?

#1, 2 or 3: _____



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Business Acceleration Program Application

6. Please describe your business in one or two paragraphs:

7. What do you see are the primary drivers (or obstacles) to growing your business?

Please complete pages 4 and 5 of the 5X Entrepreneur Series application and send a scanned copy to Corey@Hot100Business.com. We will review your application and get back to you within five business days. Regardless of approval or not, we will recommend resources to help you grow your business as the City of Kenmore and the Port of Seattle are committed to the success of local business.