

FOCAL POINT

BUSINESS COACHING

The Entrepreneurial Growth Program

Upcoming Session starts June 25, 2026!

Who is this for?

The E-Growth program is designed for business owners and leaders who:

- Have a proven business concept
- Have a demonstrated demand for their product or service and
- Are ready to take their business to the next level in terms of growth and effectiveness.



The Program Format

- Program runs over 3 months, consists of four individual sessions & eight, 90-minute group sessions.
- Includes behavioral assessment and receive a 1-on-1 debriefing.
- Participants are encouraged to complete weekly reading assignments and exercises.

Program Outcomes

- Foundational Business Knowledge
- Practical strategic planning skills
- Usable strategic plan
- Key metrics & business dashboard
- Clarity about who your customers should be and what they need
- Relevant marketing messages



PROGRAM OVERVIEW

Week 1: 1-1 Onboarding
Debrief, Orientation, Maximize

Week 2: Behavior
Styles, Self, Others

Week 3: Mindset
Cycles, Roles, Goals

Week 4: Strategic Plan
Strategy, Tactics, Plan

Week 5: Action Plan (1:1)
Success Defined, This year, Now

Week 6: Metrics
Formulas, Financials, Dashboard

Week 7: Customers
Scope, Ideals, Cares

Week 8: Marketing
Messaging, Positioning, Branding

Week 9: Marketing Plan (1:1)
Profile & Cares, Messaging, Strategies

Week 10: Sales
Qualify, Present, Convert

Week 11: Constraints
Concept, Current, Construct

Week 12: Growth Plan (1:1)
Summary, Better Business, Next Steps

