



The Business Growth Association
Of America

COURSE 1

Accessing Corporate-Level Business Growth Consultations

The same quality of strategic advice big companies pay for,
without the corporate budget.

\$1,500 - \$3,000

estimated yearly savings by doing it yourself

1% - 10%

potential sales growth

A 12-month program | 30-60 minutes per week | Simple tools only

Course Overview

THE PROMISE Get the same quality of strategic advice big companies pay consultants for, without a corporate budget, and without needing to become an expert yourself.

Core Idea

Corporations don't get better advice because they're smarter. They have a process: they define the problem, bring in the right expert, and act on a plan. This course teaches that process in small, doable pieces.

Format for Every Step

- About 30-60 minutes per week
- Simple tools only: email, Google Docs/Sheets, and video calls
- Each step ends with a clear **"done when"** checkpoint

Roadmap

Phase	Timeline	Goal	Output
1. Foundation	Month 1	Know exactly what you need help with	Consultation Brief
2. Access	Months 2-3	Hold first strategy conversations; get a written action plan	One advisor, one plan
3. Implementation	Months 4-6	Turn advice into results and involve your team	Before-and-after snapshot
4. Advisory System	Months 7-12	Make expert advice a permanent habit	Annual Growth Plan

Why Run It Yourself?

Corporations buy this process as a service. Small businesses can run it themselves, keeping the cost down and the learning in-house.

\$1,500 - \$3,000

Estimated yearly savings when you run this process yourself instead of sourcing it out

1% - 10%

Potential sales growth from defining the problem, acting on a plan, and tracking results

Where the Savings Come From

- **No wasted spend on the wrong expert.** Defining your #1 problem first means you only pay for the help you actually need.
- **Free and low-cost advisors first.** Services like SCORE, Small Business Development Centers, and chambers of commerce can cover early guidance at little or no cost.
- **Templates replace prep and onboarding time.** The Consultation Brief, Business Snapshot, scorecard, and tracker do work you would otherwise pay hourly for.
- **AI tools stretch advisor time.** Preparing and analyzing your numbers yourself means fewer billable hours per meeting.
- **Advice actually gets used.** A written plan with owners and deadlines avoids paying for strategy that sits on a shelf.

Where the Sales Growth Comes From

- **Fixing the one problem that costs you most**, such as a low close rate, rather than spreading effort thin.
- **A 3-number scoreboard** that shows what is working so you can do more of it.
- **Weekly check-ins and monthly advisor reviews** that keep action items moving.
- **A standing board of advisors and quarterly reviews** that keep growth going after Year 1.

Track Your Results	Month 1 baseline	Month 6	Month 12
Yearly advisory spend vs. budget			
Monthly revenue			
Sales growth vs. baseline (%)			
Estimated savings (\$)			

Savings and growth figures are estimates of potential, not guarantees. Actual results vary by business, industry, and how consistently the plan is carried out.

Get Ready (Foundation)

***Goal:** Know exactly what you need help with, so you never waste money or time on the wrong consultant.*

Week 1: Find your #1 problem

- List your top 5 frustrations (sales, cash flow, hiring, operations, marketing).
- Pick the one that costs you the most money or time.

DONE WHEN you can state it in one sentence, e.g. "We get leads but only close 10%."

Week 2: Gather your numbers

- Fill in a one-page Business Snapshot (template provided): monthly revenue, expenses, profit, number of customers, top 3 products/services, and team size.

DONE WHEN the snapshot is saved in one shared folder.

Week 3: Set a clear goal and budget

- Write one 12-month goal with a number (e.g. "Increase revenue 20%").
- Decide the most you'll invest in advice this year.

DONE WHEN goal + budget are written on one page.

Week 4: Learn the 5 types of help

- Free/low-cost mentors, group programs, one-time strategy sessions, fractional (part-time) experts, and full consulting engagements.
- Match your problem to the right type using a simple chart.

DONE WHEN you've chosen your first one or two types to pursue.

DELIVERABLE A "Consultation Brief," a one-page document you can hand to any advisor.

Find and Meet Advisors (Access)

Goal: Have your first real strategy conversations and a written action plan.

Month 2: Build your shortlist

- **Where to look:** free small business advisory services (e.g. SCORE and Small Business Development Centers in the US, or the equivalent in your country), chambers of commerce, industry associations, university business programs, local government small business programs, and fractional consultants.
- Find 5-8 candidates and check reviews, references, and past results.

DONE WHEN you have a shortlist with contact info.

Month 3: Run discovery calls and pick one

- Use the provided email script to book 3 calls.
- Ask the 10 "smart questions" (Have you solved my problem before? What does success look like? What will it cost in total? What do you need from me?).
- Use a simple scorecard to compare them.
- Choose one and agree on scope, timeline, price, and deliverables in writing.

DONE WHEN you've completed your first session and left with a written action plan of 3-5 tasks.

CHECKPOINT One advisor, one plan, first task started.

Put Advice to Work (Implementation)

***Goal:** Turn advice into results and get your team involved.*

Month 4: Plan the work

- Break the action plan into weekly tasks.
- Assign owners and deadlines in a simple tracker (Google Sheet template provided).

Month 5: Build the rhythm

- Hold a 15-minute weekly check-in with your team and a monthly review with your advisor.
- Track 3 numbers only (your "scoreboard").

Month 6: Run the 6-month review

- What moved? What didn't?
- Is the advisor worth keeping?
- Do you need a different type of help now?

CHECKPOINT A before-and-after snapshot showing measurable progress, and a decision to continue, adjust, or switch advisors.

Build Your Own Advisory System

Goal: Make expert advice a permanent part of how you run the business, the way corporations do.

Months 7-8: Build a personal "board of advisors"

- 2-3 people: one finance-minded, one industry expert, one operations/marketing.
- They meet with you quarterly, even informally.

Months 9-10: Join your peers

- Join a peer group or mastermind of other owners.
- Set up a quarterly "business review" routine.

Month 11: Put AI to work

- Learn to use AI tools and templates to prep for meetings, analyze your numbers, and draft plans so advisors' time goes further.

Month 12: Annual strategy session

- Review the year's results, set next year's goal and advisory budget, and renew or retire advisors.

DELIVERABLE A one-page Annual Growth Plan and a standing advisory routine you can run on your own.

Resources and Pitfalls

Course Materials to Build

- Consultation Brief template
- Business Snapshot one-pager
- Advisor shortlist and scorecard
- Discovery call email script + 10 questions
- Action plan and weekly tracker
- Quarterly review checklist
- Annual Growth Plan template
- Common Mistakes (a short bonus lesson)

Common Mistakes to Avoid

- Hiring before defining the problem
- Paying for advice and never implementing it
- Expecting one advisor to fix everything
- Not tracking any numbers