



FOR IMMEDIATE RELEASE
MEDIA ADVISORY – July 1, 2016
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WEBSITE – <http://www.jccc.edu/conferences/game/index.html>
#GAME@KSBDC

Growing a business is difficult. Finding time to develop your growth strategy and tactics is even more difficult!

Don't miss this opportunity to join GAME and create your plan.

WHAT: GAME – *Growth through Action, Measurement and Engagement*, offered by the Kansas Small Business Development Center at JCCC, is specifically designed for small businesses **that are on the verge of growing or need to evaluate their growth strategy.**

Each **GAME** workshop is an active learning session targeting key elements in each of the core business segments: ***Business Concept, Customer Relations, Operations and Organization.***

In each session, business owners learn from subject matter experts, share ideas with like-minded business owners, and create 30-60-90 day action plans using innovative GrowthWheel tools.

WHERE: Each session is located at Johnson County Community College 7:30 –10:00 Tuesday mornings

These workshops offer flexibility including:

- The opportunity to join the **GAME** at any time – take 1 workshop or join the entire series
- Study hall hours to further focus on your issues – come as needed
- Ability to bring employees or other business owners – share the knowledge
- Participation in CEO/Peer-to-Peer roundtables – take advantage of peer brain power
- 1:1 business counseling from KSBDC Business Advisors – at no additional fee

TESTIMONIAL: “In the last couple months, I have taken the **GAME** program. ... you need to know this is an amazing program. We just ended our first round last week and I had a chance to reflect over the weekend about the really great things that came out of this class. I think about some of the things the other business owners shared and the changes I have made in my own organization in the last couple months, and they will pay dividends for years. Aside from the program itself, your staff at JCCC is one of the best group of business minds I have ever seen in one location.” Jason Wright, Owner, Jason Wright Electric

WHO: If you are a business owner with Sales > \$250,000 this is for you!

HOW: **APPLY AT <http://bit.ly/GAMEAPPLY>**

Take advantage of the entire series for \$99 (a \$200 value made possible by our gracious sponsor – Community America Credit Union) or enroll in one workshop (other team members also welcome) for \$50 per person per session.

SEE ATTACHED FLIER FOR MORE DETAILS AND LINK TO APPLICATION

JCCC CONTINUING EDUCATION Small Business Development Center

If your successful business is growing or ready to grow – join the **GAME!**



ACCELERATE your **Growth** through **Action**,
Measurement AND **Engagement** (GAME)

- \$99 fee includes Assessment and four workshops courtesy of our Sponsor (a \$250 value)
- New participants are welcome to apply at any time
- Bring another business owner or an employee to any session for \$50

Attend active learning sessions designed to help growing companies gain focus, set a growth agenda, make decisions and take action. Each session will tackle one of the four segments that continually challenge every business regardless of size, type or longevity: **Business Concept**, **Customer Relations**, **Operations** and **Organization**.

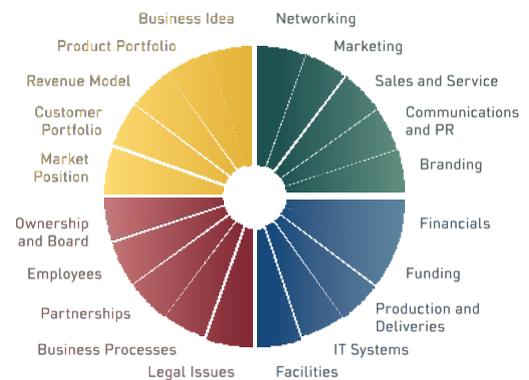
- Learn best practices from Kansas City's industry experts
- Use GrowthWheel®, the internationally recognized innovative tool created by entrepreneurs for entrepreneurs
- Create action plans for 30, 60 or 90 days
- Ongoing 1:1 business counseling from KSBDC business advisors to help your business grow
- Peer to Peer Roundtables focused on YOUR opportunities and challenges
- Access to materials and tools presented in past GAME sessions

EVERY BUSINESS. EVERY INDUSTRY. EVERY SIZE.

#GAME@KSBDC

BUSINESS CONCEPT

CUSTOMER RELATIONS



ORGANIZATION

OPERATIONS

All upcoming GAME sessions are from 7:30 to 10 a.m.

August 2

Assessing Your Business for Growth

August 9

Defining Your Customer Portfolio

August 23

Mapping Your Sales Process

September 13

Delegating: Empowering Your Team

September 27

Pricing Your Product/Service for Maximum Profit

If you own a business with sales in excess of \$250,000 and have been in business for more than three years,

APPLY NOW at <http://bit.ly/GAMEAPPLY>

For more information, contact the KSBDC at 913-469-3878 or slandis1@jccc.edu.

