



## **Diversity Business Programs Session: Growing an Established Diverse Business**

Program sessions and objectives include:

### **STRATEGY**

#### **Your Business Strategy for Growth: Implementing Your Growth Strategy**

- Assess the current strategies of your businesses
- Prepare the business for intermediate and long-term growth
- Identify areas to strengthen to accelerate growth and those that may be inhibiting growth

#### **Strategic Growth**

- Discuss the foundations of the innovation process
- Learn to apply these innovation foundations to activities appropriate for your business
- Learn multiple perspectives to uncover and address potential innovations

#### **Strategic Acquisitions**

- Consider partnerships, acquisitions, and mergers as tools for growth
- Set implementation guidelines for utilizing those tools
- Building a framework for evaluating partners and partnerships
- Gain lessons from past successes and mistakes in partnering efforts

#### **Negotiating Strategic Acquisitions**

- Learn the difference between negotiating transactions and strategic relationships
- Discuss optimum strategies for reaching lasting agreements

### **Marketing**

#### **Marketing Strategies to Scale**

- Emphasize the importance of solving a problem or fulfilling a need for the “right” customer
- Review effective external communications approaches
- Develop a process mindset to facilitate growth
- Examine different growth strategies and their corresponding marketing implications



## **Creating an Authentic Brand for Growth**

- Understand the power of authentic brand as your foundation to scale
- Learn how to translate your brand messages through marketing and communications across internal and external customer journeys
- Create sample customer journey tools

## **Digital**

### **Crafting a Digital Presence**

- Discuss the ways digital encompasses execution, operations, and innovation
- Build an organizationally shared mindset to become digitally capable
- Understand how to incorporate new technologies into your on-going business strategies

## **Financial**

### **Overview of Financial Statements: Balance Sheet and Income Statement**

- Discuss the purpose of the balance sheet and income statement.
- Apply the accounting concepts for asset and liability recognition and valuation
- Discuss the key components of owners' equity.
- Discuss the accounting concepts for revenue and expense recognition and measurement under the cash basis and accrual basis.
- Discuss the relation between the income statement and balance sheet.

This optional session is purposefully quite similar to the session of the same name in Building a Successful Diverse Business. It offers participants a chance to reconsider their business's financial foundations now that they have seen additional growth.

### **Information for Decision-making**

- Discuss information about revenues and costs relevant for decision-making
- Discuss the usefulness of break-even analysis for enhancing your firm's performance
- This optional session is purposefully quite similar to the session of the same name in Building a Successful Diverse Business. It offers participants a chance to reconsider their business's financial foundations now that they have seen additional growth.



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### **Financial Analysis in Preparation for Growth**

- Analyze a firm's rate of return on assets. Examine how key performance measures evaluate firm profitability and how asset utilization provides information about a firm's strategy.
- Analyze a firm's return to shareholders. Emphasize the role of financial leverage for funding firm growth.
- Analyze a firm's short-term liquidity risk. Highlight ways of effectively managing working capital (inventories, receivables, and payables) to yield cash flow that can be used to fund growth.
- Analyze a firm's long-term solvency risk. Consider guidelines for using financial leverage to drive the firm's performance.

### **Implementing your Financial Strategy for Growth**

- Develop skill in preparing and assessing projected financial statements that are used to decide between various firm strategies.