
IECA 2025 Business Growth Institute
Thursdays, January 23–February 27, 2025

Schedule

All times are Eastern (ET). All educational sessions will be recorded and available exclusively to registrants through March 31, 2025.

Module 1: Creating a Vision/Strategic Plan

Thursday, January 23, 2025

12:30–4:30 p.m. ET

Lesson 1.1: The Big Picture/Your Vision

- Understand the big picture of why creating a strategic plan matters
- Identify your personal *why* (self-inventory, reflection)
- Create your vision/strategic plan

Lesson 1.2: Understanding KPIs

- Understand definition of Key Performance Indicators
- Determine which KPIs you will track and why

Lesson 1.3: Forecasting

- Understand the elements of a forecast
- Learn how to create a forecast
- Understand the financial implications of hiring
- Create a forecast

Module 2: Fundamentals of Marketing, Sales, Accounting, Finance

Thursday, January 30, 2025

12:30–4:30 p.m. ET

Lesson 2.1: Differentiating Between Marketing, Branding, Sales

- Understand marketing, sales, and branding and how they impact growth
- Identify what you will need to update when adding team members / growing business
- Update your own marketing, sales, and branding
- Update your sales process to incorporate a team

Lesson 2.2: Financials

- Understand financial statements (how to use them as a tool to grow your business)
- Manage and maximize cash flow
- Set financial goal(s) related to profit margins.
- Identify how your own brand, marketing, and sales will evolve as you grow

Module 3: Growing a Team

Thursday, February 6, 2025

12:30 – 4:30 p.m. ET

Lesson 3.0 Identifying Your Company's Needs

- Complete a time audit to identify where you spend your time during the course of your week
- Assess personal strengths and weaknesses
- Identify tasks that you must do, what could be delegated
- Determine what you want to offload

Lesson 3.1: Preparing to Hire

- Create systems, processes, SOPs related to hiring
- Create a job description
- Create a training program

Lesson 3.2: The Hiring Process

- Determine ideal timing
- Create an effective job description and identify where to post job ad
- Recruit employees who fit your company values

Module 3 (cont'd) & Module 4: Business Operations

Thursday, February 13, 2025

12:30 – 4:30 p.m. ET

Lesson 3.3: Onboarding and Training

- Establish expectations of employees (performance and culture)
- Execute the training program

Lesson 4.1: Establishing Systems and Processes for Incorporating New Employees / Contractors.

- Discuss the importance of developing your curriculum / framework / process
- Determine what role your employee/contractor plays in the sales and marketing process
- Determine how to develop your curriculum/framework/process
- Create a workflow for your curriculum/framework/process
- Create documentation related to the college planning process

Lesson 4.2: Identify and Research Technological Tools / Resources to Support Your Work

- Identify software needs, evaluate software options, and implement them into your business

Module 5: Legal Considerations & Strategic Partnerships

Thursday, February 20, 2025

12:30 – 4:30 p.m. ET

Lesson 5.1 Strategic partnerships

- Identify what a strategic partnership is, who or what we may consider
- Design model of strategic partnerships financially
- Design model of strategic partnerships operationally

Lesson 5.2: New Employees

- Understand the different types of team members (employees, contractors, etc.) and know the differences between them
- Identify state laws that pertain to different types of team members
- Develop a plan to onboard and offboard team members: contracts (NDA, confidentiality, intellectual property), benefits, background checks, non-solicitation, exit interviews

Lesson 5.3: Trademark and IPA law

- Define a trademark, what it protects
- Define intellectual property
- Process to formalize a trademark and protect your intellectual property

Module 6: Questions, Wrap Up, and Next Steps

Thursday, February 27, 2025

12:30 – 4:30 p.m. ET