

# CALIFORNIA MANUFACTURERS *ACCELERATOR*<sup>®</sup> PROGRAM

The California Manufacturers Accelerator program is designed exclusively for small manufacturers to jump start their business growth.

This co-investment program offers management and technical expertise needed to identify and solve business issues.

CMTC's CMA program provides a one-on-one subject matter expert to provide meaningful assistance and generate a positive impact on profits.

There are two options available with the CMA Program - Growth Coach or Business Advisor. You decide which option best fits your business needs.



## GROWTH COACH

**STEP 1** Identifying and prioritizing your growth challenges with the assistance of a Growth Coach

**STEP 2** One-on-one training and coaching to help you achieve your specific growth goals

### Growth Coach potential topics include:

- ✓ Marketing activities for sales growth
- ✓ Lean techniques to increase productivity
- ✓ Financial principles to improve cash flow
- ✓ Strategic planning to provide a roadmap of growth initiatives
- ✓ Other topics based on your needs

# BUSINESS ADVISOR

**STEP 1** Identifying and prioritizing your business needs with the assistance of a Business Advisor

**STEP 2** One-on-one coaching and mentoring to help you resolve business issues

## Typical ways our Business Advisors help you include:

- ✓ Coaching and customizing an 'Action Plan' to help you meet your specific business needs
- ✓ Connecting you with resources
- ✓ Setting up your company with CMTC's 'Made in California' website listing
- ✓ Provide literature or case studies to model how to go about problem solving
- ✓ Sounding board for difficult decisions, such as succession planning

# BENEFITS

- + Tools and resources to improve productivity and profitability
- + Your personal Growth Coach or Business Advisor provides one-on-one mentoring to help you achieve your business goals
- + Referrals to other business assistance resources
- + Incentives and funding when available to offset costs for fee-based improvement projects or employee skills training

## WE SUCCEED WHEN YOU DO

Mark S. Oliver | President, WTS Connects

*"I like the structured nature of the Growth Track and working with the Growth Coach is very helpful. We review the material during our sessions and discuss how to apply the ideas to our business. The curriculum is organized well and meaningful."*

Suzi Nelson | Office Manager, Manley Steel Rule Die

*"Our Growth Coach has been great. We are beginning to use the information and hope to acquire more customers. We are realizing value in the CMA Program."*

For more information about our CMA Program

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