



The Southcoast Chamber of Commerce along with the Massachusetts Small Business Development Center (MSBDC) and Massachusetts Manufacturing Extension Partnership (MassMEP) created a small group of CEOs and business owners in 2011 called the Southcoast CEO Roundtable. The group was formed to lend support, provide education, and share practical approaches to operating and growing their respective businesses.

THE CHALLENGE

The Southcoast CEO Roundtable consists of ten companies ranging in size (\$750K-\$5MM) from a broad range of industries: manufacturing, insurance, service and retail. The owners shared a common goal. They needed help developing and then implementing a business strategy that would help them grow.

THE SOLUTION

Training focused on Strategic Planning and Visioning, e.g. how to articulate a clear vision to employees enabling them to reach goals; Preparing for the Strategic Planning Event, e.g. conduct well-focused and effective meetings; How to Create a Strategic Plan, e.g. methods for SWOT analysis, critical thinking and decision making; Creating and Executing the Strategic Plan, e.g. how to create and deliver an effective presentation, present persuasively, and build alignment around a vision.

“ I am looking at the business differently now. I am planning for the future not just operating in chaos....”

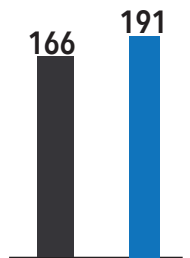
“This training program has helped us realize our competitive advantage and use it...”

BUSINESS IMPACT

One partner went from annual net loss of 10% to a net profit of 3% by re-evaluating operating costs to identify and prioritize product lines w/ the best margins



Companies collectively added 25 new jobs going from 166 to 191 employees



For more information on the Workforce Training Fund Program, including eligibility information and how to apply, visit workforcetrainingfund.org and follow us on Twitter: @MassWTFP