

# 5X Entrepreneur Series <sup>(sm)</sup>

## BUSINESS ACCELERATION TRAINING AND CONSULTATION

Sponsored by the City of Kenmore and Port of Seattle

*A unique six-week training and consulting program to help 20 Kenmore businesses accelerate profitable and sustainable growth of \$300,000 to \$5M*

### Series Information and Application

- Dates/Times:** Fall Series: 5:30–8:00 p.m., Wednesdays, Oct 4, 11, 18, 25, Nov 1, & 8.  
or  
Winter Series: 5:30–8:00 p.m., Wednesdays, Jan 31 Feb 7, 13, 21, 28 Mar 7.
- Location:** Kenmore City Hall, 18120 68th Avenue NE, Kenmore, WA 98028
- Fee:** \$100 course materials fee paid by the business. Up to three people from the same business may attend. Each series is limited to 10 businesses in the Kenmore area. Application/Pre-registration is required. (see page 4 for application)

#### Each business receives:

- Fifteen hours of business acceleration instruction in a select cohort of 10 local businesses.
- Guest speaker who are business acceleration experts and entrepreneurs.
- Three hours of individual consulting with a certified Hot100Business consultant(s).
- Series workbook from the book, “Best Practices of High Performance Entrepreneurs, 2017 Hot100Business Edition.

#### Does this sound like your business?

- Privately-owned small business located in Kenmore, or majority owned by a Kenmore resident.
- Business has the potential to grow a minimum of \$300,000 and the owners are committed to working on growing business now.
- This program is likely the best fit for (but not limited to):
  - Existing, growth-oriented businesses with staff of 3 FTE (full time equivalent).
  - Startups with growth potential that will need 3 FTE staff within one year.
- If you register for the series, we expect that you are:
  - Owners and/or managers who can make major decisions and changes in the business
  - Committed to attending all six classes and scheduling three hours with the business acceleration consultant.

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**Training Topics:** From the 5XE series workbook; “Best Practices of High Performance Entrepreneurs,” 2017 Hot100Business Edition:

### Session 1

- **5X Your Business! – 5XE Accelerated Growth Plan** – Design your business to create profitable and sustainable revenue growth of \$300,000 to \$5 million+. What would your business look like at this higher level of revenues? How many staff and locations would we need? What kind of equipment and funding? How can we get there quickly, without taking huge risks in the process? This is concentrated version of the one-day 5X Your Business! Workshop.

### Session 2

- **5XE Business Ownership** – The 30 best practices of high-performance owners that create sustainable profit and more owner compensation right away, and why your business to build equity of at least \$3 million.
- **5XE Business Management** – Accelerated implementation of 57 best practices of high-performance management teams.

### Session 3

- **5XE Marketing Part A** – Efficient and effective best practices that enable and accelerate multi-million-dollar growth.
- **5XE Marketing Part B**– 49 best practices that will help you outrun the competition and create sustainable market advantages.

### Session 4

- **5XE Productivity**– 40 best practices to accelerate and enhance profitability and cash flow without increasing revenues.
- **5XE HR and Staffing** – Staffing is the difference between self-employment and building a business. It is also often directly correlated to the success and pace of business acceleration and profitability.

### Session 5

- **5XE Finance and Accounting Part A** – The 44 best practices that make the difference between financial success and failure. These best practices often take 20 years of experience to learn the hard way and can save your business from disaster. How to make your business easier to grow and manage.
- **5XE Finance and Accounting Part B** – How to make your banker, CPA, and other resources love your business right now.

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### Session 6

- **5XE Risk Management** – 54 best practices to prevent problems that can damage and kill a business.
- **5XE Next Phase & Growth Management** – How to build a highly competitive, multi-divisional business that creates an enduring legacy for owners and key employees. Here's how to do it faster even though most businesses fail to reach this stage.

### Guest Speakers

5XE training includes guest speakers that are experts on their topic as well as follow-up resources to grow your business, including prestigious Inc. 500/5000, and other award-winning business owners.

### Program Trainer and Consultant

**Corey Hansen**, MScOD, is the founder and consultant of Hot100Business, and has helped create his clients create over \$2 billion in new equity. A growing number have made it to prestigious "fastest-growing" lists, such as the **Inc 500/5000**, the **SBA Small Business of the Year**, the **Business Journal Hot 100** and many others. His most successful client to date is **PopCap Games**, which was sold \$1.3 billion after just 10 years from startup.

Corey's goal is to help business leaders accelerate growth and profitability and build a sustainable financial legacy. Formerly one of the top-performing business specialists with the Washington Small Business Development Centers, Corey is a graduate of Central Washington University in Operations Management and Business Economics. He also has a Master of Science in Organizational Development specializing in High Performance Entrepreneurs from CWU.

Corey is co-author of the book, "Best Practices of High Performance Entrepreneurs" (2006–2017), which has helped thousands of business leaders to build high-performance businesses. Corey has been featured in articles in Inc. Magazine and Go Magazine. He is the program consultant for the Kenmore Business Incubator, a City of Kenmore program.

**Please complete pages 4 and 5 of the 5X Entrepreneur Series Application and send to Corey Hansen at [Corey@Hot100Business.com](mailto:Corey@Hot100Business.com). The team will review and notify applicants of admittance within five business days. Regardless of admittance, all businesses who apply will receive recommendations and resources to help grow their business, as the City of Kenmore and the Port of Seattle are committed to the success of local businesses.**

**If you have any questions, contact Corey Hansen at [Corey@Hot100Business.com](mailto:Corey@Hot100Business.com), or Nancy Ousley, City of Kenmore Assistant City Manager at [nousley@kenmorewa.gov](mailto:nousley@kenmorewa.gov) or 425-398-8900.**

# 5X Entrepreneur Series (sm)

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### 5X Entrepreneur Series Application

Information provided is confidential and used only for the 5X Entrepreneur Series. Applications will be reviewed on a first-come first-serve basis. Each series is limited to 10 businesses. Approved applicants who are not one of the first 10 will be put on a waitlist for the second series starting in February.

Please complete pages 4 and 5 of the 5X Entrepreneur Series Application and send to Corey Hansen at [Corey@Hot100Business.com](mailto:Corey@Hot100Business.com).

**1. Business info:**

Business Name:

Primary business address:

Year business started:

Industry:

**2. Primary contact:**

Name:

Title:

Telephone:

Email:

**3. Number of Staff:**

Owners:

# Full time:

# Part time:

Non-owner management:

# Full time:

# Part time:

Other staff/contractors:

# Full time:

# Part time:

**4. Annual Revenue:**

2016 revenues:

Under \$300,000:

\$300,000 to \$1M:

\$1M+:

Potential to grow revenues \$300,000 or more within two years? Y/N:

**5. The series are for the owner and up to two other members of the management team. How many members of your management team will attend ALL SIX sessions?**

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**6. The 5X Entrepreneur Series training program is offered twice. Please indicate which dates you and your team can attend.**

Oct/Nov series only (Oct 4 - Nov 8, 2017) Y:

Feb/Mar series only (Jan 31 – Mar 1, 2018) Y:

Either series Y:

**7. Please describe your business in one or two paragraphs:**