



Elevate Your Business with the Greater Heights of Growth Program

A Transformative Journey for Women Entrepreneurs

Are you a growth-driven leader eager to innovate and excel? Do you seek a balance between strategic foresight and operational efficiency? If so, our program is the catalyst for your business's next big leap.

“What I gained was foundational learning for driving success in our business regardless of what is going on in the world around you. The GHG Program provided me with a linkage between strategy, execution and cash, along with the practical/actionable tools to drive what I learned. The program also allowed me to forge a strong bond with an amazing group of women who live in this rollercoaster world of business and for that I am equally as grateful.”

– **Cindy Roma, Telelink
GHG Alumni**



Discover a program designed specifically for women entrepreneurs generating over \$1M in sales. Designed specifically for visionary women entrepreneurs, this program is a transformative journey addressing your unique business challenges. It's perfect for leaders seeking **innovative, strategic growth** and **operational excellence** in competitive markets.

Our program offers a supportive environment where ambitious women collaborate and grow together, transforming challenges into opportunities for substantial business growth.

Here are some of the key benefits of joining our program:

Strategic Growth Planning: Craft a roadmap leveraging your unique competitive advantage for business scaling.

Sustainable Scaling: Learn to grow and scale your business profitably.

Navigate Uncertainty and Operational Challenges Seamlessly. Equip yourself with strategies to adapt to ever-changing business landscapes while developing practical systems and processes to enhance operational efficiency.

Leadership Confidence: Overcome doubts and lead with assurance. Gain tools and insights to lead with confidence to enhance your team dynamics, fostering a collaborative and productive culture.

Optimized Cash Flow Management: Learn to balance income and expenses effectively, ensuring financial health and sustainability as your business grows.

Our program is structured as a comprehensive journey through **11 critical steps of a scalable business model**, from analyzing business context and market positioning to evolving your business model for sustained growth.

- **Business Context Analysis:** Deep dive into industry trends and disruptors.
- **Market and Product Positioning:** Strategically position your offerings in your target market.
- **Business Network Analysis:** Identify key relationships and their strategic roles.
- **Process Optimization:** Enhance operational efficiency and quality.
- **Talent Assessment:** Develop strategies for team management and productivity.
- **Organizational Dynamics:** Understand how organizational design impacts performance.
- **Leadership, Governance, and Control:** Balance creativity with discipline for effective governance.
- **Stakeholder Analysis:** Assess and enhance stakeholder value.
- **Business Model Drivers:** Analyze and optimize your business model components.
- **Financial Performance Analysis:** Link financials with business strategies and stakeholder value.
- **Business Model Evolution:** Adapt and evolve your business strategies for growth.

The Greater Heights of Growth program participant success



100% of participants successfully crafted and implemented an enhanced business model.



84% of participants either maintained or expanded their workforce.



100% of participants effectively maintained or increased their revenue and key metrics.



65% of participants introduced innovative products or services.



72% of participants gained access to additional sources of capital.



75% of participants achieved significant profitability growth.



68% of participants successfully expanded into new market opportunities.

"I'm grateful to have been part of the High Growth Program. It profoundly impacted me, providing me with essential tools and confidence to enhance my leadership and analytical skills. Laurie's expertise in strategy, financial analysis, and mentorship, combined with the program's excellent design, has been unparalleled. Thanks to this program, I'm now tackling major decisions with newfound insights and capabilities that I wouldn't have had otherwise."

**– Lori Kennedy, Louisberg Seafoods
GHG Alumni**

Take the Next Step



Connect with our inspiring program lead, for a personal discussion on how the Greater Heights of Growth program can be your partner in business growth and scalability.

*Don't miss this opportunity to join a community of like-minded women entrepreneurs. **Apply now and start your business growth journey with us.***

Founding Supporters



The **Greater Heights of Growth Program** has been funded in part through the Women's Entrepreneurship Strategy administered by Innovation, Science and Economic Development.



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