



## What is a BPA?

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BPA stands for Business Diagnostic & Plan of Actions, and is an exclusive and private business planning tool from Small Business Growth Partners, developed through focusing on the issues of builders, remodelers, HBA Associate members and how to solve them.

Your BPA will include a detailed and comprehensive analysis of your business, including an internal website and online review of your company. SBGP also analyzes your marketing, sales and sales process, your team communication structure, hiring process & talent acquisition strategies, your financials and financial tracking processes and strategic planning.

Through a six step process, we identify what is working, note what is not, ask a litany of questions, disseminate and fully document everything that is discovered. Finally, we conduct DISC Profile and Motivational Assessments with you and up to 6 members of your management team (including a team “scatter chart”) and blend the results into your BPA. These assessments are also compliments of SBGP and your HBA, to truly personalize your Plan.

The deliverable is an extremely accurate and personalized 30+ page, step-by-step and time-based 12 month Plan for you and your business.

# FAQ's: SBGP & WBA Member Benefit

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## ***Who is SBGP?***

We are a Wisconsin-based, national and private small business growth firm. We specialize in working with state home building associations, and focus on helping grow builders, remodelers, and HBA Associate members. We also operate as business owner “talent scouts”, and through our BPA Creation Process, only offer a small percentage of BPA recipients’ candidacy to one of our mentorship programs.

## ***What makes us different?***

SBGP is also the largest, private small business coaching firm in the U.S., which carries tremendous benefits for our members and clients. Not only does it give us the ability to hire (all of our coaches are full-time employees, who *only* coach) industry-specific coaches who work together in pods, but it gives us the ability to create an extremely detailed plan for all of our association members called the BPA.

## ***What is a BPA?***

BPA stands for Business Diagnostic and Plan of Actions, and is a 12-month business “Plan of Actions” for you and your Company, broken down by the disciplines of business. Sales, Marketing, Processes & Systems, Team & People, Actions & Accountability, Financial Tracking and Planning. Through this WBA member benefit, you will also receive a full DISC/Motivational profile on yourself, and up to 6 (six) key team members (an HBA member favorite). The deliverable is a highly researched, extremely clear and actionable 30+ page “road map” for you and your business. The BPA will also be fully explained to you in a 1.5 hour BPA outbrief with two executive coaches.

## ***Who will get the most benefit from a BPA?***

- You are considering Succession Planning
- You have hit a growth ceiling, where lack of systems is starting to show in your company with mistakes, and miscommunication (internally, and with customers and prospects)
- You aren’t clear on a strategic direction for your company (nor are your employees)
- You can’t seem to find the right people, and are having team cohesion issues
- You get a lot of calls, but not many turn into sales
- You are generating great sales, but the profit is not there at the end of the month
- You are trying to drive the business forward, but keep getting pulled back into the daily operations, and still act as the chief “firefighter” and problem solver
- You are becoming burnt out, working more and seeming to accomplish less

## ***What will it cost?***

The BPA and BPA Process has a hard-cost of \$2,200 to the general public, but for WBA members it is part of your member benefits that you are eligible to receive once every year. All we ask from you is 4 to 5 hours of your time spread over 10-14 days.