

VV GROW Fellowship Content Areas

The VV GROW Fellowship covers content in 5 areas:

1. **Visionary Leadership** – Fellows acquire critical self-awareness and confidence and develop their capacity to effectively plan and lead the growth of their businesses.
2. **Strategic Networking** – Fellows utilize knowledge of themselves and their businesses and activate networking and communication strategies for business growth.
3. **Executive Financial Management** – Fellows strengthen knowledge of their current financial status and key financial management principles in order to strategically manage resources for business growth.
4. **Mobilizing Markets** – Fellows deepen their understanding of current and potential markets, and explore essential marketing strategies and tactics to grow their businesses
5. **Planning for Growth** – Fellows develop a strategic mindset to effectively plan and lead the growth of their businesses using tools and the learning gained from the other content areas.

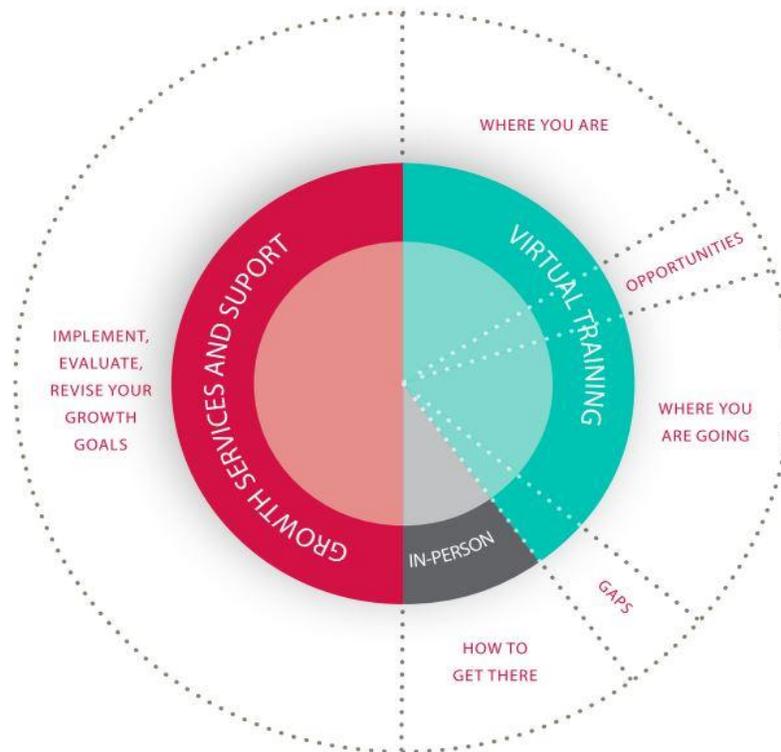


CONTENT
AREAS

The Fellowship Structure

The VV GROW Fellowship is a one year program that occurs in 3 phases:

- **Phase 1: Virtual Training**
 - The VV GROW Fellow is guided to
 - understand where she is currently
 - identify opportunities for growth
 - set preliminary business growth goals
 - explore the challenges she faces/may face in meeting these goals.
- **Phase 2: In-Person Training**
 - The VV GROW Fellow builds on the reflection and work completed in Phase 1 and drafts an action plan that determines exactly **how** she will meet her goals.
- **Phase 3: Growth Services and Support**
 - Based on the plan developed as a result of Phase 1 & 2, the VV GROW Fellow begins to implement her action plan, while continuously evaluating and revising her strategy.



**FELLOWSHIP
PROCESS**