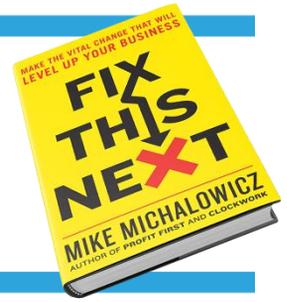




Small Business Cohort Group



Join the Chamber’s 2022 Cohort Program – Sessions start June 1!

The Paducah Area Chamber of Commerce is launching its 2022 Small Business Cohort Program, starting June 1. This program is in its second year and is open to all small business owners and managers in Western KY and Southern IL with openings available for 15 to 20 participants. The program will assist small business owners and startups looking to expand or needing assistance to stabilize and grow their business.

The cohort will use internationally recognized author Mike Michalowicz’s book, “Fix this Next,” (book provided) as the basis of their study. In “Fix This Next,” Michalowicz details the strategy businesses can use to determine what to do and in what order, to ensure healthy, fast, permanent growth (and avoid debilitating distractions).

Business success is a journey. This will be your compass.

Cohort participants will be presented with tools to help grow their business, learn more about areas that may be holding them back, participate in peer discussion, receive guidance from business coaches on specific problem areas, and build confidence to help them get to the next level of success. The program is scheduled to begin June 1 and run through October.

“Attending the Small Business Cohort completely changed the trajectory of our business. The tools and skills I learned prompted my business partner and myself to add a new division to our business.”

~ Tabitha Sanders, co-owner of Heart & Soul Interiors

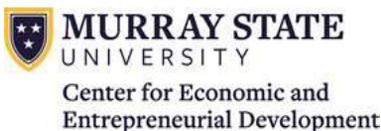
“I am so glad I was accepted into the (2021) Cohort group. This has helped me analyze and restructure my small business and make some very needed changes to get us unstuck.”

~ Mindy Carroll, owner of Fresh Foodies

Register early and save \$50! Register by May 1.

Presenting Sponsors

Supporting Sponsor



Scholarships:

Minority owned businesses are eligible for a partial or full scholarship provided by the MacKenzie Scott gift: “WKCTC Guarantee: Our commitment to Diversity, Equity and Inclusion.”

Additional scholarships may be offered to participants.

The fee is \$750. Cohort participants will receive a copy of the book, “Fix this Next,” all other meeting materials, and will have access to two videos from Author Mike Michalowicz. Each session will offer the opportunity to hear from instructors and mentors, as well as business peers, about opportunities to grow your business. Participants will be invited to meet outside of class to further the discussion as well as get to know their fellow participants. Participants will be recognized during a Power in Partnership Breakfast, date TBD, as well as in the Chamber’s weekly enews and monthly newsletter multiple times throughout the program. The Chamber is offering a money back guarantee for the fee (less the cost of the materials) as our commitment to these business owners, if the participant completes the program and no more than two sessions are missed.

Applications are available at paducahchamber.org or by calling 270-443-1746. The deadline to apply is May 27.

Paducah Chamber 2022 Small Business Cohort Group Commitment Form

Contact Information

Participant Name: _____

Company Name: _____

Address: _____

City: _____ State: ____ Zip: _____

Work phone: _____ Cell phone: _____

Email*: _____

*Please note: Chamber staff will use this email address as your primary contact for all electronic program materials and information about upcoming classes, including calendar invites.

Participation Information *(check all that apply)*

Yes, I am committed to participating in the 2022 Cohort Program.

I am a minority small business owner and would like more information about the partial scholarship provided by the MacKenzie Scott gift: "WKCTC Guarantee: Our commitment to Diversity, Equity and Inclusion."

Yes, I am a small business and am interested in receiving a scholarship.

Payment Options

Payment by credit card:

 Visa / Mastercard / American Express # _____

 Exp. Date _____ Verification Code # _____

 Cardholder's Name _____

Payment enclosed. Payable to Paducah Area Chamber of Commerce.

Please invoice my business.

I need information about a payment plan (in three equal installments).

Please return this form to the Paducah Chamber. For more information or to inquire about a payment plan, contact Carrie Dillard at cdillard@paducahchamber.org or call 270-443-1746.

Thank you for your interest in the Small Business Cohort Program!