



# California Manufacturers Accelerator Plus<sup>®</sup> Program

The California Manufacturers Accelerator Plus (CMA+) program is designed exclusively for small manufacturers to jump start their business growth.



This co-investment program offers management and technical expertise needed to identify and solve business issues. CMTC's CMA+ program provides a one-on-one subject matter expert—a **Growth Coach**—to provide meaningful assistance and generate a positive impact on profits.

*"Our Growth Coach has been great. We are beginning to use the information and hope to acquire more customers. We are realizing value in the CMA+ Program."*

—Suzi Nelson, Office Manager, Manley Steel Rule Die

*"I like the structured nature of the Growth Track and working with the Growth Coach is very helpful. We review the material during our sessions and discuss how to apply the ideas to our business. The curriculum is organized well and meaningful."*

—Mark S. Oliver, President, WTS Connects



### Step One

Identifying and prioritizing your growth challenges with the assistance of a Growth Coach



### Step Two

One-on-one training and coaching to help you achieve your specific growth goals

#### Growth Coach Potential Topics Include:

- ✓ Marketing activities for sales growth
- ✓ Lean techniques to increase productivity
- ✓ Financial principles to improve cash flow
- ✓ Strategic planning to provide a roadmap of growth initiatives
- ✓ Other topics based on your needs

#### CMA+ Program Benefits:

- + Tools and resources to improve productivity and profitability
- + Your personal Growth Coach provides one-on-one mentoring to help you achieve your business goals
- + Referrals to other business assistance resources
- + Incentives and funding when available to offset costs for fee-based improvement projects or employee skills training

For More Information About This Program:

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