



The Greater Good Academy

April 20 - June 22, 2010

The **Greater Good Academy** is a comprehensive 8-week business development program that empowers early stage, low- and moderate-income entrepreneurs in Denver to incorporate triple bottom line (TBL) strategies into their businesses. Through an engaging mix of discussion, case studies, group exercises and individual projects, participants will learn to develop mission-driven initiatives that incorporate an integrated financial, environmental, and social perspective into their overall business strategy.

Upon completion of the Academy, each entrepreneur will have developed an actionable mission statement and TBL plan, providing him or her with a roadmap for implementing opportunities such as introducing a new green product, reducing their carbon footprint, or reorienting their hiring strategy. Graduates will be better equipped to secure new clients, distinguish themselves from competitors, strengthen their market position, and act as civic-minded business leaders in their communities.

The curriculum focuses on real-life challenges and opportunities facing small businesspeople, with qualitative and measurable assignments that apply TBL thinking to a company's existing financial, administrative, operations, and marketing strategies. The Greater Good Academy culminates in a public showcase and celebration of several TBL entrepreneurs in mid-June.

Graduates of the Academy will gain familiarity with a range of TBL-oriented business planning tools along with valuable insights into how they fit into the world of social entrepreneurship and sustainability. They will also make valuable connections with key players in the economic development, venture capital and socially responsible business communities of Denver. The net result will be a new network of civic-minded companies that help restore economic vitality to local communities, increase self-sufficiency (in Denver County, the self-sufficiency standard for a family of four amounts to \$45,000), and foster greater social justice.

Organization

The Greater Good Academy is a project of The Progress Group, LLC. [CORE](#), Colorado's leading business sustainability trade organization, is serving as the fiscal sponsor for the Project. The Greater Good Project is being conducted in [partnership](#) with many of metro Denver's leading business development organizations including, Mi Casa Resource Center, Rocky Mountain Microfinance Institute, Denver Metro Small Business Development Center, Mile High Business Alliance, Denver Venture School and Denver's Office of Economic Development.

Participant Eligibility

Entrepreneurs with companies from Denver that have been in business for at least six months, are generating revenue, and have an existing business plan are eligible to participate.

Each class will consist of 20 entrepreneurs from a variety of professions and industries. Priority will be given to business owners, rather than staff, and to individuals with a proven track record of entrepreneurship. Financial literacy and a working knowledge of business operations and finance are required.

Each participant must complete an application form in which they describe their business and personal objectives. Preference is given to applicants that clearly describe their goals for incorporating TBL practices into their existing company.

Format

The Academy will be held at the Mi Casa Resource Center (360 Acoma Street, Denver). Ample free parking is available and public transit is easily accessible. Classes will run on Tuesday evenings from 6:00 to 9:00 p.m., beginning on April 13th and running through June 1st. A variety of instructional methods will be used, including: lecture, group exercises, role playing, video presentations and guest speakers. Throughout the duration of the program, the Greater Good staff and faculty will strive to nurture a cooperative learning environment and sense of community among the participants.

Mentoring

All successful businesspeople have benefited from advice and insight from more experienced professionals. This is particularly essential for low- and moderate-income entrepreneurs who often lack a well-established professional network. During the Academy, each participant will have access to a 'library' of mentors, each of whom are asked to contribute several hours a month for a three-month period.

Greater Good Mentors will include experts in the fields of business, social entrepreneurship, law, engineering, organizational development, human resource management, finance, investment, marketing, advertising, hospitality, product design, and other professions as needed. The Mentors will provide structured, one-on-one support around how to adopt triple bottom line strategies that drive profitability.

Faculty

The faculty will include members of the Greater Good staff, as well as some of Colorado's most innovative, experienced, and socially responsible business leaders. Subject matter experts, as well as local businesses will participate in particular classes. Each faculty member will have a personal commitment to the goals of the Academy.

Tuition

The eight-week Academy tuition is \$600. The majority of spots will be reserved for low- and moderate-income businesspeople, who will be charged \$100 with the balance of tuition coming from a sponsoring organization.

Funding

In order to cover the true costs of delivering the program, the Greater Good will seek to secure financial support through corporate sponsorships and foundation grants. Denver's Office of Economic Development is the program's primary sponsor.

Contact

For more information, please contact:
Richard Eidlin, 303-478-0131 or Richard@proggroup.com

Curriculum Summary

4/20 - The Business Case for the Triple Bottom Line

In this introductory class, students will be presented with an overview of the curriculum and gain a basic familiarity with Triple Bottom Line thinking. They will explore how business can both positively and negatively impact ecology and society, and begin to relate these issues back to their company. The session will conclude with students crafting a draft mission statement for their business.

4/27 - Developing a TBL Plan and Strategy

Once students have an overall understanding of TBL thinking, we'll delve into the process of designing and implementing Triple Bottom Line initiatives. From developing effective leadership skills to engaging stakeholders to identifying metrics to prioritizing initiatives, students will discover and practice some of the key steps involved in making the Triple Bottom Line actionable in their specific context.

5/4 - Going Green: Reducing your Environmental Impact

Whether it's for short-term cost savings or long-term resilience, minimizing resource use and waste output is increasingly becoming a priority for smart businesses. Students will learn about the many ways the operations of their business can adversely impact the environment – and how that impact can be minimized with tools such as lifecycle analysis, energy auditing, and conservation campaigns. By the end of the day, students will have mapped the inputs and outputs of their business and identified the greatest opportunities for shrinking its ecological footprint.

5/11 - Engaging with the Community

This session will center around strategies for creating a positive impact on a company's stakeholders - employees, customers/clients, and neighbors. We'll explore some national best practices in community engagement, and hear from a panel of local business owners about what moves they've made to improve employee satisfaction, educate their customers, and bring their neighborhood closer together. Finally,

students will develop a strategy for guiding their business towards making a positive difference in their community.

5/18 - Making a Profit While Doing Good

In today's economy, financing any kind of expansion – let alone a Triple Bottom Line strategy – can seem like a daunting effort. Yet TBL thinking can actually improve the financial bottom line in a multitude of ways. This session will focus on the financial aspect of the Triple Bottom Line, with guest experts leading an in-depth discussion of sustainable economics, local alternative funding sources, new legal structures, and using financial calculations to prioritize TBL initiatives.

5/25 - Telling Your Story: TBL Communication Strategies

Once participants have a solid understanding of how TBL thinking will transform a company internally, it's time to learn how to communicate those initiatives effectively to the outside world. We'll identify markets that are responsive to TBL-oriented companies, explore the concepts of greenwashing and customer transparency, and practice making a short "elevator pitch" about each company's TBL initiatives.

6/1 - Finalizing your TBL Plan

This session will provide structured workshop time to assist students in completing their final assignments of a TBL plan and class presentation. After reviewing the content of the previous six sessions, students will have the opportunity to work with Greater Good staff and faculty in small groups to get feedback on their TBL plans, hone their presentation skills, and discuss the next steps for implementing their TBL initiatives.

6/8 - Conclusions and Class Presentations

In the final classroom session of the Greater Good Academy, students will hand in their final TBL plans and give short presentations about their TBL strategy. Each student will evaluate their peers' presentations, provide constructive feedback, and help determine which students are selected to present at the public showcase on the 15th.

6/22 - Public Showcase and Graduation Ceremony

The course will conclude with a public event showcasing the Academy graduates to their peers and leaders in government, social enterprise and small business. Attendees will hear from a prominent keynote speaker, students will receive their diplomas, and a select group of graduates will present their TBL plans for the audience.



GREATER GOOD ACADEMY: APPLICATION FORM

Thank you for your interest in the Greater Good Academy. Please answer the following questions and submit them no later than 5:00 pm on Monday, April 12th.

*Email completed applications to Richard@ProgGroup.com, or mail to:
The Progress Group
1400 S. Monroe Street, Denver CO 80210*

Personal information

Name: _____

Address:

Email: _____

Phone number: _____

YOUR BUSINESS

Name of your business:

Your title:

How old is your business?:

How many employees does it currently have?:

What services does your business provide?:

What is the current yearly revenue of your business?:

What is your target market?

Who do you see as your primary competitors?

Please attach the following items if available:

- Written business plan
- Company logo
- Photo of yourself
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YOUR BUSINESS AND THE TRIPLE BOTTOM LINE

What are your goals in attending the Greater Good Academy?

What steps have you taken thus far to improve the environmental impact of your business?

What steps have you taken thus far to improve the social impact of your business?

Are there social and/or environmental initiatives that you're interested in implementing in the next year?

Please list up to three references that can speak to your capabilities as an entrepreneur and your interest in positive social and environmental change.

TUITION

The cost of the Greater Good Academy is \$600. Scholarships are available of up to \$500 for low- and moderate-income businesspeople. If you're interested in a scholarship, please contact us: 303-478-0131 or Richard@progroup.com