




Unlocking Your Company's Growth Potential



MASSMEP

Your definitive guide to unlocking unparalleled growth through strategic planning, team building, customer acquisition, and leveraging the power of artificial intelligence.



About SCALE UP



Holistic Training Program

MA MEP's SCALE UP training workshops offer a unique and holistic approach to strengthening all aspects of your business. This comprehensive methodology begins with a thorough assessment of your company's "state of the state" to identify opportunities for improvement and growth.



Real World Experience

SCALE UP training is rooted in real-world experience rather than abstract, ivory tower classroom concepts devoid from business reality. By participating in the SCALE UP training program, you will benefit from actionable insights and proven strategies that are directly applicable to your real-world circumstances.



Proven Track Record

As an accomplished entrepreneur, leader, and marketer with a proven track record of building and driving manufacturers to success, Lead Trainer Chris Ciunci has a comprehensive understanding of the tools and strategies needed for business growth. Having consulted with over 100 manufacturers looking to achieve breakthrough results.



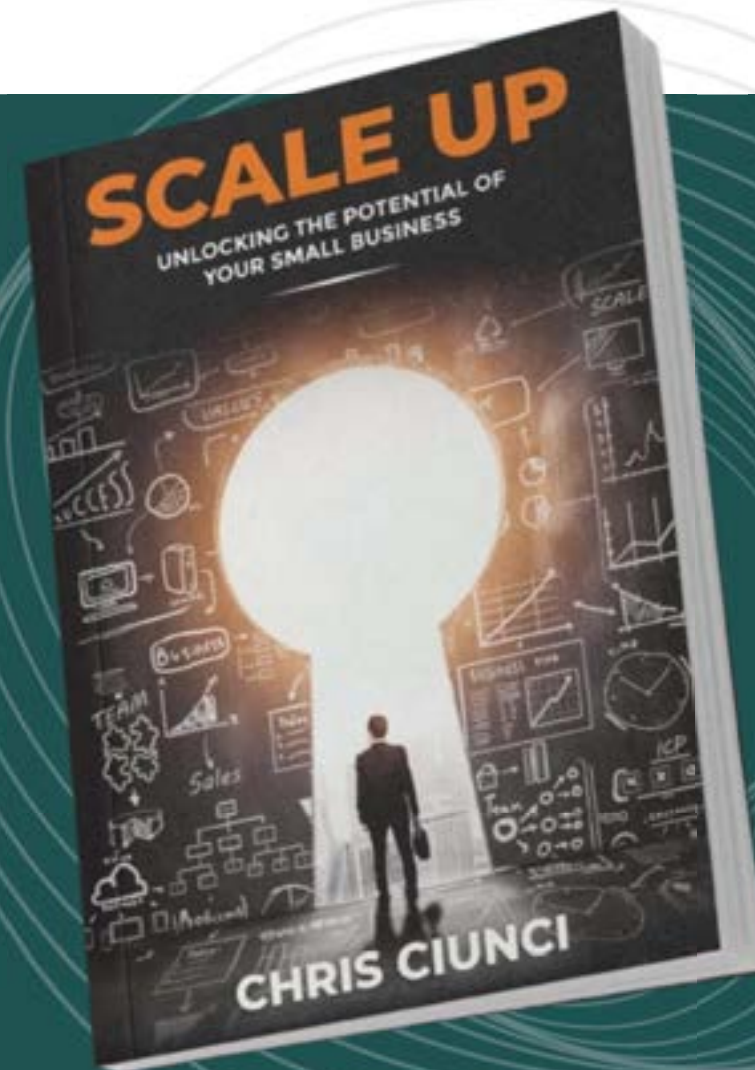
Practical, Interactive Content

One of the primary reasons to choose SCALE UP training is its emphasis on practicality. The training incorporates proven frameworks, platforms, tools, and software that have been instrumental in driving dramatic growth for small-to-midsize manufacturers.

SCALE UP

Unlocking The Potential of Your Manufacturing Business

Unleash your company's potential with 'SCALE UP,' the foundational resource for our growth workshops and custom training, offering transformative strategies for breakthrough growth.



CHRIS CIUNCI

Lead Trainer

You will be learning from Chris Ciunci, an accomplished entrepreneur, leader, marketer, and published author with a proven track record of growing companies. His expertise in developing growth strategies, coupled with his ability to build and lead high-performing teams that deliver breakthrough growth, has consistently resulted in top-line growth for both his business and those of the 100+ manufacturers he's worked with.

Worked With 100+ Manufacturers



Awards



MODULE 4:

Leveraging AI

MODULE 3:

Winning
a Customer



SCALE UP
Workshop
Training

MODULE 1:

Business
Planning

MODULE 2:

Building
Your Team

Module 1:

Business Planning (10 hours)

Assessing your business's current state is the first step towards maximizing its growth potential. This module will guide you through a comprehensive assessment process, including identifying your unique selling point, defining your core values, and understanding client satisfaction. You will also learn how to analyze your competitors' market positioning and set a strategic vision for your business.

1

Introduction to the importance of business strategy

2

Identifying your unique selling proposition (USP) and defining your core values

3

Setting a one-year, three-year, and five-year strategic vision

4

Evaluating your current business model and identifying areas for improvement

5

Assessing client satisfaction with your company and understanding your needs and expectations

6

Understanding the competitive landscape, including analyzing your competitors' strengths, weaknesses, and market positioning

Module 2:

Building Your Team (10 hours)

In this module you will learn how to implement effective employee evaluation and recruitment processes, develop a retention strategy for key employees, and assess and strengthen employee engagement by understanding their needs, goals, and motivation. You will also learn how to implement employee feedback and recognition programs to improve employee satisfaction.

1

Building a strong company culture to attract and retain top talent

2

Implementing effective recruitment and training processes

3

Creating a performance management system to drive employee productivity and engagement

4

Developing a retention strategy for key employees

5

Assessing and strengthening employee engagement by understanding their needs, goals, and motivation

6

Implementing employee feedback and recognition programs to improve employee satisfaction

Module 3:

Winning a Customer (10 hours)

In this module you will learn how to craft an Ideal Client Profile (ICP) and develop a differentiated brand that resonates with your target audience. You will also learn how to build out customer-centric messaging, identify the most effective marketing channels at each stage of the customer journey, and build a sales engine to optimize lead conversion.

1

Developing a marketing and sales strategy

2

Crafting an ideal customer profile (ICP)

3

Developing a differentiated brand and message (be obsessed with the client experience)

4

Identifying the most effective channels for reaching target audiences

5

Building an inside sales engine to maximize lead conversion and drive new opportunities

6

Leveraging the appropriate marketing and sales tools to drive growth

Module 4:

Leveraging AI (10 hours)

In this module you will learn how to integrate proven business processes, build a growth mindset, and create a plan to scale your business over time. You will also learn how to track and measure your progress using the right metrics and tools, ensuring that your business is on the right path to long-term success.

1

Putting in place the systems, processes, and technology needed to scale

2

Integrating proven business processes to achieve growth and simplify your execution of strategy (EOS)

3

Building a growth mindset

4

Understanding artificial intelligence (AI) tools and platforms to gain a competitive advantage

5

Applying AI throughout your company to achieve scale

A Look Inside

Embark on a transformative 2-month journey that offers an in-depth exploration into the crucial elements of successful business management. Delve into strategic business assessment techniques, immerse yourself in the process of cultivating vibrant team culture, gain insight into the craft of effective customer acquisition, and discover the power of Artificial Intelligence to facilitate exponential growth. This workshop series provides an invaluable inside look into the journey of business mastery.



Small Group Sizes

Enjoy personalized attention and optimal engagement in our intimate workshops, expertly facilitated and limited to just 10 companies for a personalized experience.



Interactive Training

Undergo dynamic learning with workbook training, self-assessments, and tailored exercises, enhancing comprehension and skills for a truly tailored experience.



Actionable Takeaways

Acquire practical strategies, including pre-built templates and customizable frameworks, ready for immediate implementation to fuel your business growth.



Virtual Learning

Experience the flexibility of a learning journey seamlessly integrating into your daily operations without disruption, right from your own space.

SCALE UP Workshop

Training 100% Reimbursed through the Massachusetts State Training Fund

Maximize your Training investment with MA MEP. Take advantage of this incredible opportunity to invest in your team's development without any out-of-pocket expense



Step 1:

Apply Within An Hour

Our Grant Administrator will guide your company through the entire grant process in under an hour. She will assist you with filling out the paperwork and help you apply for the grant effortlessly.



Step 2:

Wait For Approval

After submitting your grant application, all that's left to do is wait for the approval letter from the Express Grant Training Fund. Typically, this process takes approximately three weeks.



Step 3:

Decide on Trainees

Upon State approval, your company simply needs to have a minimum of two employees participate in the training modules to ensure 100% reimbursement of our training program.



Step 4:

Submit For Reimbursement

Once you have completed the *SCALE UP* training program, you can submit proof of payment to the Express Grant Training Fund. Within approximately 4 weeks, your company will be fully reimbursed.

Workshop Training FAQ

What Is The Workshop Program Based On?

The workshop program is based on the book “SCALE UP – Unlocking Your Company’s Growth Potential. Each chapter of the book corresponds to a module of the workshop, covering essential topics for business growth and success.

How Long Is The Workshop Program?

The workshop program consists of four modules, with each module requiring 10 hours of training. The training will take place over 2 months, with sessions scheduled for 2.5 hours a day.

How Will The Training Be Conducted?

The training will be conducted online via zoom. This allows for convenient participation from anywhere, eliminating the need for travel and accommodating busy schedules.

How Many Manufacturers Can Participate In Each Workshop?

Each workshop is limited to a maximum of fifteen manufacturers. This ensures a focused and interactive learning environment where participants can actively engage with the trainer and their peers.

Are There Any Training Grant Opportunities Available for Massachusetts-based Companies?

Yes, Massachusetts-based companies with fewer than 100 Massachusetts-based employees may be eligible for a training grant that can fully reimburse the cost of the workshop program.

How Can I Get Started With The Workshop Program?

To get started, simply reach out to us through the contact form on our website. We will provide you with further details, including available workshop dates and pricing information. We look forward to helping you unlock the potential of your manufacturing business and achieve sustainable growth.









Custom Training

For manufacturers looking to amplify their success, MA MEP offers two powerful pathways: our acclaimed workshop training, and a uniquely tailored Custom Training Program. Both pathways offer great benefits; the choice depends on your company's specific needs and goals. The custom training option is designed to fully address your unique requirements and opportunities and fits under a General Grant. This program aims to empower your company through 1:1 growth strategies and personalized training.

SCALE UP Custom Training Program

Custom Training Could Be the Next Step For You if:

-  **Your business has specific or unique needs:**
Custom training enables a deep-dive into challenges exclusive to your organization, beyond a generalized curriculum.
-  **You desire focused growth in targeted areas:**
Standard workshops provide broad overviews, but custom training zeroes in on specific business areas needing improvement.
-  **You require a more hands-on approach:**
1:1 coaching with Lead Trainer Chris Ciunci provides direct, individualized feedback and guidance.
-  **You need an actionable plan tailored to your business:**
Beyond theory, custom training provides strategies that are immediately applicable to your unique business context.
-  **You want to shape the course content:**
Custom training allows for the inclusion of industry-specific or company-specific content, making the learning more relevant.
-  **You value team building:**
Custom training provides a shared learning experience tailored to your team, strengthening relationships and fostering a unified approach to problem-solving.

Custom Training Benefits



1:1 Coaching Experience

Guided by Lead Trainer, Chris Ciunci, immerse your company in a journey tailored to its unique needs and opportunities



Precision-crafted Content

Our training program hones in on identified business weaknesses, ensuring impactful and effective learning



Profound Business Audit

Kickstart the journey with an in-depth evaluation of your current practices, paving the way for targeted improvements



Post-training Check-ins

Leverage the power of ongoing support and guidance as you apply your newly-acquired strategies and techniques



In-person Engagement

Enjoy real-time interaction, immediate feedback, and a learning environment responsive to your needs through our in-person meetings



Unparalleled Flexibility

With adaptable training times and a program that evolves with your needs, we guarantee minimum disruption and maximum productivity

Custom Training **FAQ**

Can the training be customized for my company's specific needs?

Yes, we understand that each company is unique and may have specific requirements. Customized training options are available to tailor the workshop content to your organization's specific needs.

How does the customized training process work?

The customized training process begins with an initial audit and assessment of your specific needs and challenges. Our experienced trainer, Chris Ciunci, will work closely with you to understand your goals and objectives.

How is the pricing determined for customized training?

The pricing for customized training is determined based on the amount of work and training needed to meet your specific needs. We would then use the State's General Grant offering to submit for reimbursement.

What are the benefits of opting for customized training?

By opting for customized training, you can address the unique challenges and opportunities specific to your company. The training will be designed to align with your business goals, ensuring maximum relevance and impact.

How long does the customized training process typically take?

The duration of the customized training process can vary depending on the specific needs and scope of the training. After the initial audit and assessment, a timeline will be developed, outlining the various stages of the training process and the expected duration.

Is Custom Training also Reimbursable by the State Training Grant Fund?

Yes, it is. Rather than it being reimbursed through an Express Grant, it will need to be reimbursed through the State's General Grant Program, which is a bit more of an involved approval process.

Learn More

Ignite your company's growth potential!
Continue on this transformative journey
with our robust training solutions.



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Thank You

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