# *T.H.R.I.V.E. Emerging Leaders program* - Feedback Survey

OMB Approval No:\_\_\_\_\_\_\_

Expiration Date:\_\_\_\_\_\_\_\_\_\_

**Background Information**

1. Did you graduate from the T.H.R.I.V.E. Emerging Leaders program?
   * Yes
   * No
2. (IF NO *ask this question*) Please tell us why you did not graduate from the T.H.R.I.V.E. program. (select all that apply)
   * I became too busy with my business
   * I had a business crisis
   * I had a personal or family emergency
   * I closed the business
   * I sold the business
   * I did not find the program was a good match for me or my business

Please tell us why: <text box>

* + Other (please specify)

**Business Status Updates**

*If you operate multiple businesses, please focus this assessment on the business for which you developed a Strategic Growth Action Plan during* *the T.H.R.I.V.E. Emerging Leaders program.*

1. Please indicate which best describes the current status of your business.
   * The business is operating and I am part or full owner
   * The business is operating and I am on staff
   * The business has been sold
   * The business has been temporary closed
   * The business has been permanently closed
2. [IF CLOSED OR SOLD] When was the business closed or sold?

Year:

Month:

1. Would you like to update the primary business address?

* Yes
* No

1. [IF YES] Updated business address:
   * Business primary street address 1 <text box>
   * Business primary address 2 <text box>
   * Business primary city <text box>
   * Business primary state (select one; dropdown box)
   * Business primary zip code <text box>

Staff and Curriculum Feedback

1. Looking back at your experience, please rate the value of each T.H.R.I.V.E. program component below for you or your business?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Not Applicable | Very Valuable | Mostly Valuable | Moderately valuable | Slightly Valuable | Not Valuable |
| The SBA Program Manager |  |  |  |  |  |  |
| Instructor, coach |  |  |  |  |  |  |
| Subject Matter Experts (SMEs) |  |  |  |  |  |  |
| CEO Group Discussions |  |  |  |  |  |  |
| Cohort Coaching Sessions |  |  |  |  |  |  |
| Connecting to fellow business executives |  |  |  |  |  |  |
| Connecting to SBA or other business training or assistance programs |  |  |  |  |  |  |
| Live case presentations by fellow business executives |  |  |  |  |  |  |
| Assignments and homework |  |  |  |  |  |  |
| Strategic Growth Plan |  |  |  |  |  |  |
| Elective learning: sessions taught in partnership with SMEs from companies |  |  |  |  |  |  |
| Optional virtual office hours with cohort coach or workshops with SMEs |  |  |  |  |  |  |
| Final Presentation |  |  |  |  |  |  |
| The online dashboard with training materials, links, discussion forum, and other resources |  |  |  |  |  |  |
| The program overall |  |  |  |  |  |  |

1. Did you participate in optional virtual office hours with cohort coach or virtual office hour workshops with SMEs?

* Yes
* No

1. (IF YES) How did these virtual activities compare with in-person activities?

*Virtual activities were:*

* Much less effective than in-person
* Less effective than in-person
* About as effective as in-person
* More effective than in-person
* Much more effective than in-person

1. How valuable did you find the content of the following curriculum modules?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not Valuable | Slightly Valuable | Moderately valuable | Mostly Valuable | Very Valuable |
| 1. Business Planning and Development |  |  |  |  |  |
| 1. Being an Effective Leader |  |  |  |  |  |
| 1. Business Finance and Raising Capital |  |  |  |  |  |
| 1. HR, Hiring, and Company Culture |  |  |  |  |  |
| 1. Marketing and Building Brand Awareness |  |  |  |  |  |
| 1. Driving Sales |  |  |  |  |  |
| 1. Digital Marketing and Social Media Strategies |  |  |  |  |  |
| 1. Legal Compliance, Intellectual Property, and Contracts |  |  |  |  |  |

1. What changes, if any, would you make to the content of the curriculum to better support participants in managing and growing a small business?

|  |  |
| --- | --- |
| 1. Business Planning and Development | <text box> |
| 1. Being an Effective Leader | <text box> |
| 1. Business Finance and Raising Capital | <text box> |
| 1. HR, Hiring, and Company Culture | <text box> |
| 1. Marketing and Building Brand Awareness | <text box> |
| 1. Driving Sales | <text box> |
| 1. Digital Marketing and Social Media Strategies | <text box> |
| 1. Legal Compliance, Intellectual Property, and Contracts | <text box> |

Additional Resources

1. After the graduation form the T.H.R.I.V.E., how valuable for you would be the following network-related resources?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not Valuable | Slightly Valuable | Moderately valuable | Mostly Valuable | Very Valuable |
| Instructor, coach |  |  |  |  |  |
| Subject Matter Experts (SMEs) |  |  |  |  |  |
| Fellow T.H.R.I.V.E. alumni |  |  |  |  |  |
| SBA contacts |  |  |  |  |  |
| Other: \_\_\_\_\_\_ |  |  |  |  |  |

1. After the graduation form the T.H.R.I.V.E., how valuable for you would be the following educational resources?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not Valuable | Slightly Valuable | Somewhat valuable | Moderately Valuable | Very Valuable |
| Live webinars on business growth plan or relevant small business topics |  |  |  |  |  |
| Library of recorded curriculum modules |  |  |  |  |  |
| Links to additional business resources, information, assistance, and training sources |  |  |  |  |  |
| The T.H.R.I.V.E. online dashboard with training materials, links, discussion forum, and other resources |  |  |  |  |  |
| Other: \_\_\_\_\_\_ |  |  |  |  |  |

Overall Program Feedback

1. Looking back on the whole T.H.R.I.V.E. program, how satisfied are you with the experience overall (curriculum, materials, coaches, other participants, etc.)?

* Very satisfied
* Satisfied
* Neither dissatisfied nor satisfied
* Dissatisfied
* Very dissatisfied

1. How likely are you to recommend the T.H.R.I.V.E. program to other business executives?

* Very likely
* Likely
* Neither unlikely nor likely
* Somewhat unlikely
* Very unlikely

1. Could you have received elsewhere the same services or business and peer networking opportunities that you did in the T.H.R.I.V.E. program?

* Yes
* No

1. Please, describe the aspects of the T.H.R.I.V.E. program that you liked: \_\_\_\_\_
2. Please, describe the aspects of the T.H.R.I.V.E. program that you did not like: \_\_\_
3. Please, provide suggestions for how the curriculum or the T.H.R.I.V.E. program could be improved for business executives like you? <Text box>