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

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.

3. 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

4. [IF CLOSED OR SOLD] When was the business closed or sold?
   Year:
   Month:

5. Would you like to update the primary business address?
   - Yes
   - No

6. [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

7. 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	o	o	o	o	o	o
Instructor, coach	o	o	o	o	o	o
Subject Matter Experts (SMEs)	o	o	o	o	o	o
CEO Group Discussions	o	o	o	o	o	o
Cohort Coaching Sessions	o	o	o	o	o	o
Connecting to fellow business executives	o	o	o	o	o	o
Connecting to SBA or other business training or assistance programs	o	o	o	o	o	o
Live case presentations by fellow business executives	o	o	o	o	o	o
Assignments and homework	o	o	o	o	o	o
Strategic Growth Plan	o	o	o	o	o	o
Elective learning: sessions taught in partnership with SMEs from companies	o	o	o	o	o	o
Optional virtual office hours with cohort coach or workshops with SMEs	o	o	o	o	o	o
Final Presentation	o	o	o	o	o	o
The online dashboard with training materials, links, discussion forum, and other resources	o	o	o	o	o	o
The program overall	o	o	o	o	o	o

8. Did you participate in optional virtual office hours with cohort coach or virtual office hour workshops with SMEs?
   - Yes
   - No

9. (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

10. 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	o	o	o	o	o
2. Being an Effective Leader	o	o	o	o	o
3. Business Finance and Raising Capital	o	o	o	o	o
4. HR, Hiring, and Company Culture	o	o	o	o	o
5. Marketing and Building Brand Awareness	o	o	o	o	o
6. Driving Sales	o	o	o	o	o
7. Digital Marketing and Social Media Strategies	o	o	o	o	o

8. Legal Compliance, Intellectual Property, and Contracts	o	o	o	o	o

11. 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>
2. Being an Effective Leader	<text box>
3. Business Finance and Raising Capital	<text box>
4. HR, Hiring, and Company Culture	<text box>
5. Marketing and Building Brand Awareness	<text box>
6. Driving Sales	<text box>
7. Digital Marketing and Social Media Strategies	<text box>
8. Legal Compliance, Intellectual Property, and Contracts	<text box>

Additional Resources

12. 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	o	o	o	o	o
Subject Matter Experts (SMEs)	o	o	o	o	o
Fellow T.H.R.I.V.E. alumni	o	o	o	o	o
SBA contacts	o	o	o	o	o
Other: _____	o	o	o	o	o

13. 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	o	o	o	o	o
Library of recorded curriculum modules	o	o	o	o	o
Links to additional business resources, information, assistance, and training sources	o	o	o	o	o
The T.H.R.I.V.E. online dashboard with training materials, links, discussion forum, and other resources	o	o	o	o	o
Other: _____	o	o	o	o	o

Overall Program Feedback

14. 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

15. 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

16. 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

17. Please, describe the aspects of the T.H.R.I.V.E. program that you liked: _____

18. Please, describe the aspects of the T.H.R.I.V.E. program that you did not like: ___

19. 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>