

Speed Coaching Test Drive Event Frequently Asked Questions (FAQ)

What is the purpose of the Speed Coaching Test Drive Series?

The purpose of the Speed Coaching Test Drive Series is to provide education, resources, and inspiration to small businesses. It will do this by putting “in business” leaders on their own fast track to becoming bigger, faster, better, and stronger through participating in a focused, interactive, half-day program that pairs them with experienced business coaches.

What can you tell me about the co-hosts?

SCORE is America’s premier nonprofit source for free, confidential small business advice, boasting a national network of more than 12,400 experts drawn from Fortune 500 companies and successful small businesses.

As the team at American Express exclusively dedicated to providing products and services to small businesses, **American Express OPEN** draws on more than 20 years of market-leading expertise to help put participating small businesses on the fast track to growth and expansion.

What is SCORE’s track record with these events?

SCORE and American Express OPEN partnered on twenty hugely successful Speed Coaching Events in 2008 and 2009. The larger events drew an average of 260 small businesses and nearly 450 participants and was widely covered by print and electronic media. Smaller events drew an average of 75 small businesses. Most important, both the invited businesses and SCORE Counselors indicated these were incredibly informative and exciting events.

For 2010, we are expanding the events into a total of 20 markets thus enabling events of variable size to be produced by selected SCORE Chapters.

What else can you tell me about the Speed Coaching Test Drive events?

Capitalizing on the “Test Drive” theme, select small business owners will be invited to an exclusive event to:

- *Test Drive* SCORE and its nationally celebrated business mentoring and coaching programs
- *Test Drive* American Express OPEN and its tools and resources to help grow small businesses
- *Test Drive* their own ideas for business growth and expansion with SCORE mentors and business counselors drawn from Fortune 500 companies and highly successful small businesses.

How much does the Speed Coaching Test Drive Series cost?

The Speed Coaching Test Drive is FREE for invited small business owners. These events reflect the commitment of American Express OPEN to support SCORE in its mission to reach out to our nation’s fastest-growing sector – small business.

Who will benefit from attending the Speed Coaching Test Drive Series?

The Speed Coaching Test Drive is designed for small business owners who will benefit from a one-on-one session with a SCORE counselor. Each business owner will be introduced to SCORE's resources and counseling program and will be able to continue counseling sessions in the future. One invitee per selected company may attend the event.

Speed Coaching is intended to help in-business entrepreneurs whose businesses are poised for growth. The ideal attendee is a business owner who is committed to expansion but has encountered roadblocks in doing this and/or is looking for resources to help put him/her on the right path to growth.