The BGAP: Business Growth Acceleration Program at the Institute of Entrepreneurial Leadership (IEL) at John F. Kennedy University is designed to address supplier diversity challenges experienced by existing companies while helping corporations identify Minority Business Enterprises (MBE’s) that are positioned to meet their needs. This tailored experience includes:

- Six months of expert online training and two in-person events
- Scheduled, in-depth one-on-one mentoring from business practitioners through the duration of the program
- Final in person presentation opportunity to supplier diversity professionals
The Business Growth Acceleration Program (BGAP)

- Supports the creation or revision of a strategic growth plan to improve future possibilities.
- Assists in diversifying business offerings to address over dependence on a particular customer or product line.
- Provides introductions to potential suppliers, mentors and strategic partnerships.

The sixth month program includes 11 lectures introducing a depth of information to impact business performance.

Sessions include:
- The Power of Professionalism
- Business Growth Planning
- Scenario Planning and Analysis
- Blue Ocean Strategy application
- Market Research
- Key Partnerships
- Change Management
- Financial Growth Analysis

Participating executives have the valuable opportunity to create relationships with the entire cohort during two live in-person events: A one-day Kickoff and Introduction Session and a two-day concluding Business Summit.

Program Credentials

Since 2010, BGAP program participants have experienced an average year-over-year growth rate of 23 percent in annual revenues and an impressive growth rate in full-time personnel. Leading corporations have chosen IEL’s BGAP program as part of their Supplier Diversity strategy, many of which offer full or partially paid scholarship opportunities to qualifying MBE’s.

“IEL is truly involved, engaged, and remains invested in the success of their participants long after the class is over.” – Dan Gorman, Avenidas Suites

Average annual revenue growth rates for BGAP program participants

23%
Instruction and Mentor Team

The IEL BGAP team includes real world practitioners who are experts in the specific challenges that impact entrepreneurs. The team brings a depth of experience in the supplier diversity space and shares this practical expertise throughout the program. These industry leaders have held positions as CEO’s, board members, investors, supply chain operation leaders, and strategists and have been entrepreneurs themselves. Program participants will be challenged to develop a diverse outlook and discover areas for change in behavior, while remaining engaged with their organization to actively impact change.

“My experiences with IEL are all positive with real-world business applications, lessons, and ideas. Having a mentorship program helped me get out of the tunnel vision of looking within the borders of my organization and industries that we serve; but actually look and think outside the box to stay competitive and be able to stay in business for a long time. IEL is where you want to be!”

–Mark Dee, Magellan Solutions USA
About IEL

The Institute of Entrepreneurial Leadership (IEL) at John F. Kennedy University is a Growth Accelerator, offering practical entrepreneurship programs focused on one thing: the start or growth of the participant’s business. The Institute was founded in 2011 by Dr. Raul Deju, a Cuban immigrant and subsequent C level executive in several Fortune 500 companies. Each entrepreneur’s journey is supported through individualized, one-on-one personal learning experiences created through mentoring. IEL’s unique approach incorporates education, mentoring and partnerships.

Application Requirements

Owners and Senior Executives of minority-owned companies who have a minimum of 1 year’s experience running a business and at least $1M in annual sales.

Full or partial scholarships may be available through corporate scholarships.

Learn more at jfku.edu/IEL or call (925) 969-3525

About JFK University

Originally founded in 1964 by a small group of local educators to provide higher education opportunities for working adults, John F. Kennedy University continues to provide engaging, innovative, and transformational educational experiences for adult learners in the San Francisco Bay Area. In early 2009, JFK University became affiliated with the National University System.

JFK University operates three colleges: the College of Law, the College of Psychology and Holistic Studies, and the College of Business and Professional Studies. The College of Law houses the Juris Doctor, Bachelor of Arts in Legal Studies, and the Paralegal Certificate. All undergraduate, graduate, and doctoral psychology degrees; the sport psychology degree and certificate; and the consciousness and transformative studies degree are offered in the College of Psychology and Holistic Studies. The business and museum studies-related degrees and certificates, an advanced certificate of entrepreneurship, and all bachelor’s level degrees, with the exception of psychology, exist in the College of Business and Professional Studies. Non-degree programs in the fields of psychology and mental health are offered in the Division of Continuing Education.

JFK University is accredited by the Western Association of Schools and Colleges and is home to three community counseling centers, the Sanford Institute of Philanthropy, a VALOR center for veteran students, a Housing Advocacy Clinic, the Legal Clinic for Elders, and the Life Enhancement through Athletic Participation (LEAP) program.

The University does not discriminate on the basis of race, color, height, weight, national origin, religion, age, marital status, gender, sexual orientation, veteran status, or disability. In its continuing effort to enrich its academic environment and provide equal education and employment opportunities, JFK University actively encourages applications from members of all groups that are underrepresented in higher education.