

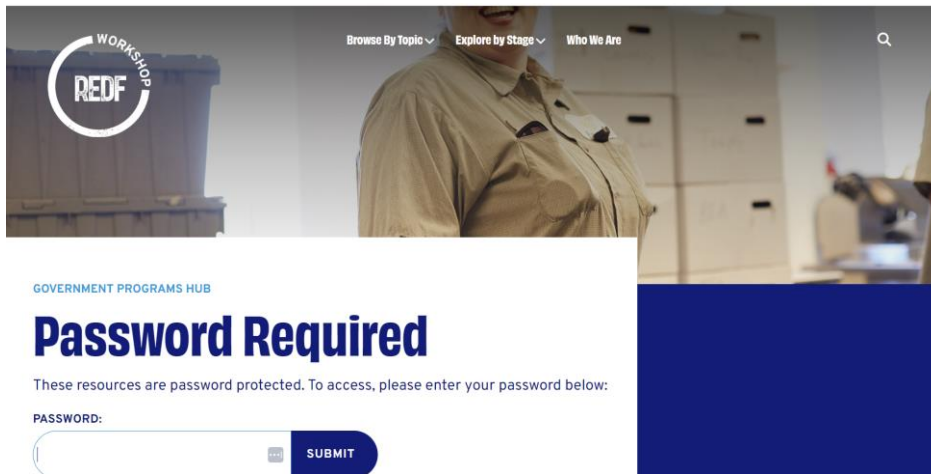
REDFWorkshop for CA RISE

As a reminder, all resources used and video recordings during Optional Workshops, Required Track Sessions and Optional Coaching are available on the [CA RISE page](#) on REDFWorkshop (Password: *California*).

As a best practice, the CA RISE team will do our best to update REDFWorkshop within a few days after the sessions or workshops occur.

How to navigate REDFWorkshop:

- 1) Go to: <https://redfworkshop.org/government-programs-hub/ca-rise/>
- 2) Enter the password: California



- 3) Once you log in, you should see this page with our lovely group photo in front of the CA State Capitol:



- 4) Scroll down to see **Program Tracks**. Click the link to your track, which will bring you to your specific track's page with resources and recordings of each session, as well as a cohort directory:

▼ Program Tracks

Click the link for your program track:


[Sustainable Growth: Optimizing Business Operations \(SGT Optimize\)](#)

[Sustainable Growth: Business Scaling and Expansion \(SGT Scale\)](#)

[Economic Mobility: Optimizing Program Design \(EMT Optimize\)](#)

[Economic Mobility: Program Scaling and Expansion \(EMT Scale\)](#)


- i) For example, clicking **SGT Optimize** brings you to the page below. Sessions are organized in reverse chronological order with the most recent session at the top. Session info includes date, facilitators/coaches, resources and materials, recording of the session and the accompanying optional coaching session (coaching sessions are not recorded):



Discover by Topic >> Explore by Stage >> What We Do

Q

Sustainable Growth: Optimizing Business Operations



SGT Optimize: Work with a cohort of peer ESE leaders, guided by experts, to make your existing business (or businesses) stronger. You'll leave with tangible takeaways on marketing, product/market fit, pricing, and budget analysis. The goal over this year-long cohort is to help you find the time to improve what you've always wanted (or needed) to improve in your business.

Best for ESEs who want: Tools and support to improve their existing business.

Session 2

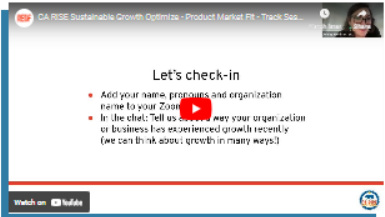
Session 2: Virtual

- Session Title: Product Market Fit
- Date: October 14, 2024
- Facilitators and Coaches:
 - [Ashley Hamilton](#) (ashley@thecircleaj.com); [Clare Hammoor](#) (clare@thecircleaj.com); [Sean Marshall](#) (artistsseanmarshall@gmail.com)
- Resources & Materials Used in Session:
 - [CA RISE Cohort Session on Product Market Fit \(Session deck\)](#)
 - [PMF Tools #1-4 \(Excel\)](#)
 - [PMF Tools #1-4 \(Google sheet\)](#)

Session 2a: Optional Coaching


- Date: November 16, 2024
- Coaching Session Materials:

Below is the session recording of Sustainable Growth Optimize – Track Session 2: Product Market Fit



Let's check-in

- Add your name, pronouns and organization
- Share to your Zoom
- In the chat: Tell us [how](#) [new](#) your organization or business has experienced growth recently (we can think about growth in many ways.)

Watch on  YouTube

Session 1

Session 1

Session 1: Sacramento In-Person

- Session Title: Business Canvas
- Date: August 8, 2024
- Facilitators and Coaches:
 - [Tess Reynolds](#) (tessreynolds@gmail.com); [Mark Cole](#) (mark@markcoleconsulting.com)
- Resources & Materials Used in Session:
 - [Business Canvas](#)
 - [Business Canvas Examples](#)
 - [CA RISE Cohort Session on Business Canvas 8-1-24 \(Session deck\)](#)
 - [Printed Handouts – CA RISE Business Canvas worksheets](#)
 - [Printed Handout – Instructions for Business Canvas Peer Learning Breakout](#)
 - [Digital Resources for SGT Business Canvas Session](#)

Session 1a: Optional Coaching

- Date: September 16, 2024
- Coaching Session Materials:
 - [Coaching Session PowerPoint](#)

Cohort Directory

***Tip: To collapse or expand accordions, click anywhere above the line (yellow brackets). An expanded accordion shows a down arrow “V” and a collapsed accordion shows an up arrow “^”.**

Session I

Session I: Sacramento In-Person

- **Session Title:** Business Canvas
- **Date:** August 8, 2024
- **Facilitators and Coaches:**
 - [Tess Reynolds](mailto:tessreynolds@gmail.com) (tessreynolds@gmail.com); [Mark Cole](mailto:mark@markcoleconsulting.com) (mark@markcoleconsulting.com)
- **Resources & Materials Used in Session:**
 - [Business Canvas](#)
 - [Business Canvas Examples](#)
 - [CA RISE Cohort Session on Business Canvas 8-1-24 \(Session deck\)](#)
 - [Printed Handouts – CA RISE Business Canvas worksheets](#)
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Session I

- 5) Back on the main CA RISE page, scroll down past Program Tracks to see **Optional Workshops**. Click the link for any optional workshop, which will bring you to the workshop page with resources and recordings of the workshops:

Optional Workshops

Click the link for the optional workshop:

[Employer Relations](#)

- 6) The bottom of the CA RISE page has a **Welcome to CA RISE section** – click “Learn More” to open a page that introduces the CA RISE program.

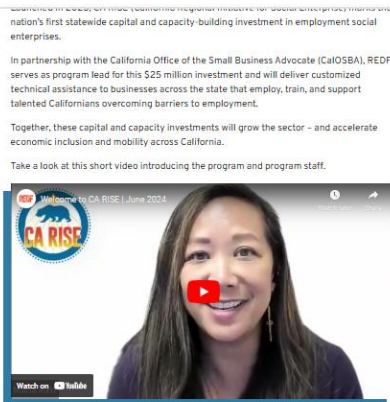


Welcome to CA RISE

The nation's first statewide
investment in employment
social enterprises

LEARN MORE

- 7) On the Welcome page, scroll down past the intro video with REDF CEO Maria Kim for CA RISE information organized by topic – **Key Program Dates, Virtual Kickoff, Program Staff, Program Agreements and FAQs**. Click on each one to expand.



^ Key Program Dates

^ June 20th, 2024 Virtual Kickoff Session Materials

^ Program Staff Bios and Contact Information

^ Program Agreements

^ FAQs

- 8) For example, clicking **Key Program Dates** will expand the details:

✓ Key Program Dates

Updated as of 7/18/24

- **June 20th, 2024 at Noon PST:** Virtual kick-off
- **June – July 2024:** Relationship manager onboarding meetings and first grant disbursement
- **August 7-8, 2024, in Sacramento, CA:** In-person cohort track kick-off
- **June 2024 – September 2025:** Capacity building support and peer network building
- **November 2024:** Second grant disbursement
- **September 2025:** Closing and CA RISE graduation