



# NAW MANAGEMENT ACADEMY

*Virtual Education Program*



## Master Essential Management Skills

Learn from industry experts, gain financial acumen, and develop people management skills to drive performance and business growth. Walk away with strategies you can apply immediately.



## Flexible & Interactive Learning

This digital-first program blends live expert-led sessions with self-paced coursework. The structured yet flexible format allows you to balance professional development with your work schedule.



## Accelerate Your Career

Strengthen leadership, financial, and operational skills to expand your industry network. Learn practical strategies to enhance decision-making, team performance, and long-term business success.

## Who Should Attend?

The NAW Management Academy is designed for current and aspiring managers in distribution looking to strengthen their leadership, financial, and operational skills.

**Spring Session - March 26 - June 4, 2025**

Member Price: \$1995

Non-Member Price: \$2995

Group Pricing Available for Five or More



Learn More  
[www.naw.org/education-programs](http://www.naw.org/education-programs)



Program Location  
Self-paced online with six  
virtual live group sessions



Contact Evan Sears for  
more information  
[esears@naw.org](mailto:esears@naw.org)

## NAW 2025 Spring Management Academy – Course Outline

Week & Title	Topic Highlights	Benefits
<b>Live March 26</b> Program Introduction & Kick-Off	Overview of program structure, expectations, and key learning objectives.	Sets the foundation for leadership development and prepares attendees for coursework.
<b>Week 1</b> Set Goals All the Time (Individual Course Work)	Aligning company vision with goal-setting. Key goal categories: financial, employee, customer, and strategic. Case studies for practical application.	Improves goal-setting discipline, enhances accountability, and ensures alignment with company strategy.
<b>Week 2 (Live April 9)</b> Vision, Goals & Planning (Mike DeCata)	Shifting from rigid to process-oriented planning. The "Spider Approach" for adaptability. Lessons from real-world scenarios.	Increases adaptability, improves problem-solving, and fosters proactive leadership.
<b>Week 3</b> Coach the Right People (Individual Course Work)	Defining clear position descriptions. Hiring for talent and avoiding mis-hires. Effective questioning techniques.	Strengthens team alignment, reduces turnover, and refines hiring processes.
<b>Week 4 (Live April 23)</b> Serve the Right Customer (Mike DeCata)	Identifying the "right" customer using the 80/20 rule. Implementing five key customer strategies. Using a customer-product matrix.	Improves customer targeting, enhances sales strategies, and fosters a customer-centric culture.
<b>Week 5</b> Empower Your Entire Team (Individual Course Work)	Understanding management styles. Applying the empowerment model. Building reliable and responsible teams.	Strengthens leadership skills, enhances trust within teams, and fosters accountability.

## NAW 2025 Spring Management Academy – Course Outline Continued

<b>Week 6 (Live May 7)</b> An Empowered System of Management (J.D. Ewing)	"Do the Right Things Right" approach. Goal Management Team (GMT) tools. Tracking progress with structured systems.	Enhances goal execution, improves team decision-making, and strengthens management effectiveness.
<b>Week 7</b> The Financial Documents (Individual Course Work)	Basics of income statements and balance sheets. Understanding financial reporting time periods. Practical financial scenarios.	Builds financial literacy, improves cost management, and strengthens budget planning.
<b>Week 8 (Live May 21)</b> Demystifying the Financials (Finance Expert)	Viewing financial statements as management tools. Analyzing statements for business impact. Financial monitoring best practices.	Enables data-driven decision-making, improves financial oversight, and enhances resource allocation.
<b>Week 9</b> Finance Case Studies (Individual Course Work)	Assessing performance using financial data. Understanding cash flow and profit projections. Practicing financial forecasting.	Strengthens analytical skills, improves cash flow management, and enhances forecasting abilities.
<b>Week 10 (Live June 4)</b> Applying the Financials + Graduation (Finance Expert)	Understanding key financial ratios. Break-even analysis and cost structures. Calculating contribution margins.	Enhances financial decision-making, improves profitability strategies, and refines resource management.

## Your Subject Matter Experts



**Mike DeCata**

Retired President and CEO  
Lawson Products



**J.D. Ewing**

Chairman and CEO  
COE Distributing