

Small Business Center at Forsyth Tech

“Increasing Business Success”



If you are an entrepreneurial thinker and would like more information about starting or expanding a business, contact the Forsyth Tech Small Business Center for free information, including small business seminars and one-on-one counseling.

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Be a FORCE in Business

In my previous article, I discussed the importance of a great team. Every business must build a highly performing team in order to achieve success. Although we started in 1984, 2017 was the best year ever at the Small Business Center. We were pleased to host more than 2,400 attendees at our educational events. We also conducted more than 600 business mentoring meetings.

This month, I want to discuss the concept of being a FORCE in business. Each year, I attend a small business summit in January sponsored by Guilford Technical Community College. The entire day is designed to start each year off with a bang for hundreds of current and prospective business owners. The message of one of the speakers really intrigued me. I quickly connected with Ivey Ghee on LinkedIn and asked her for permission to share some of the great things that I learned. She graciously agreed to allow me to introduce you to the concept of FORCE (in my words).

In order to be a FORCE in business, the following is needed:

1. Faith – In order for others to believe in us, we must believe in ourselves. I often meet business owners who do not seem convinced in their ability to succeed.
2. Ownership – We encourage our clients to hold themselves accountable to the good and the bad aspects of their businesses. Sometimes when things are not going well, we tend to find other people or things to blame. This should not be the case.
3. Resources – We have assembled a large number of resources in our Small Business Center and online. We are also connected to more than 20 organizations in Forsyth and Stokes counties that provide services to small businesses.
4. Commitment – Dedication is essential. Unfortunately, many people that we meet are not 100% committed to the success of their ventures. That lack of commitment is often clear to potential customers and partners.
5. Energy – We must be passionate about our business ventures. In other words, we must have the drive and determination needed to be successful. If we do not, we cannot expect others to get excited when we show up.

You may learn about our services at www.forsythtech.edu. Feel free to stop by our office at 525@Vine in Wake Forest Innovation Quarter just east of the heart of downtown Winston- Salem. You may also contact us at SBC@forsythtech.edu or by calling (336) 757-3810.

The objective of the Small Business Center at Forsyth Tech is to help small businesses succeed by providing high quality, readily accessible assistance to prospective and existing business owners in Forsyth and Stokes counties. Our motto is "Increasing Business Success," which describes our commitment to clients. The N.C. Community College's Small Business Center Network assists in starting an average of more than 700 businesses each year and the centers have an economic impact in 90 percent of all N.C. counties each year, helping to create and retain over 3,800 jobs annually.

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