

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.

336-757-3810
SBC@forsythtech.edu

525@Vine Street
Winston-Salem, NC
27101



Future Skill Needs of Entrepreneurs

Last month, we mentioned that Forsyth Tech will have a presence in Wake Forest Innovation Quarter. This move not only represents an address change. It reflects a change in what is needed to be successful. Please plan to visit us at 525@ Vine during one of our facility tours or by attending one of our seminars.

We are often asked what it takes to be successful as a small business owner. The truth is that there is no secret formula or process to guarantee success. Old fashioned hard work is absolutely necessary. It is good to look to the past to study about the success of entrepreneurs. We must also hear from the experts about what skills are needed for success in the future. Among other things, here is a list of skills that many experts posit will increase the likelihood of success:

1. Adaptability
2. Collaboration
3. Communication
4. Digital Literacy
5. Entrepreneurial Mindset
6. Innovation
7. Planning
8. Problem Solving
9. Resilience
10. Social Awareness

Each month we offer a seminar called Thinking of Starting Your Own Business. It is offered in conjunction with the Small Business and Technology Development Center. The description is as follows:

Are you thinking about getting into business for yourself? This seminar covers the issues that an individual should consider before thinking about opening the doors. In other words, this seminar is the starting point on your journey into business ownership. Learn how to identify critical issues and make the right decisions as you prepare to start your business.

At least once each semester, we offer on a five-part small business development series. We want existing and prospective business owners to participate in these seminars to obtain the information that they need in order to achieve success. Here are the names of each session:

- Everything You Ever Wanted To Know About Starting A Business
- Developing A Small Business Marketing Plan
- Keeping Small Business Records and Paying Your Taxes
- How To Write a Convincing Business Plan
- Searching For a Loan for a Start-Up or Business Expansion

The objective of the Small Business Center Network is to help small businesses succeed by providing high quality, readily accessible assistance to prospective and existing business owners. Our motto is “Increasing Business Success” which describes our commitment to our clients. Entrepreneurship training is one of the main ways that we help business owners to increase their success.

We offer business counseling and seminars in order to better prepare business owners for success. We also maintain a website full of information including videos and documents that can be saved to your computer. We also offer business roundtables and online training. Most of our services are available at no cost.

We have enjoyed the opportunity to share information with the readers of Black Business Ink during the last few months. Several people have contacted us regarding information that we have shared. We appreciate your encouragement!!! Here are the small business topics that we have shared:

- February 2014 –Seminar Offerings
- March 2014 – Customer Service
- April 2014 – Business Relationships
- May 2014 – Online Training
- June 2014 - The Importance of Business/Marketing Research
- July 2014 - Our Move to Innovation Quarter

We would love to know what else you would like for us to share. We are designed to address the needs of current and prospective small business owners. Visit us at www.forsythtech.edu and type “sbc” or you can visit us in person at Innovation Quarter. Feel free to contact us at SBC@forsythtech.edu or at 336-757-3810.

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