

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 events and one-on-one mentoring.

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Attributes of Successful Entrepreneurs

In my previous article, I discussed Positive Turbulence. I serve on the board of HUSTLE Winston Salem with Janet Carlson. During a recent meeting, she introduced us to the concept of Positive Turbulence popularized by her colleague Stanley Gryskiewicz. In his book, he describes a culture that values and seeks creativity, innovation, and renewal. The term Positive Turbulence immediately resonated with those of us in the room. HUSTLE Winston Salem is committed to challenging the way people think about and work with women and people of color.

This month, I want to discuss some of the attributes of successful entrepreneurs. Each Fall I attend a conference about entrepreneurship. Attendees come from all over the country to learn from each other and enhance our commitment to entrepreneurship. Each conference motivates me to continuously improve our ability to meet the needs of our current and prospective clients. Our numerous speakers reminded me of some important truths of successful entrepreneurs and our ability to support them. Here are some of them:

1. They often operate outside of our comfort zone...We must be flexible.
2. They think differently... We must create environments that encourage them to do so.
3. They need guidance...We must support them with mentors.
4. People crave community...We must help them to create connections.
5. They learn from failure...We must allow them to develop perseverance.
6. Success has many friends...We must celebrate others' success.
7. Trust is important...It must begin with us.
8. They want to build their brand...We should help them to be intentional in doing so.

You can learn about many opportunities to enhance your business pitch by visiting our website or participating in our educational events. We want to help you to achieve your dream of starting a new business or realizing more success if you already own a business. Our team has the experience and expertise to help you to overcome most challenges that come your way.

You may learn about our services and clients 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.

Article by Allan Younger

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