

# 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



## Collaboration Excellence

In my article last month, I introduced some of the small business seminars that will be available during our spring semester that will help business owners to succeed. These seminars will include The Best Small Business to Start Right Now, Google Apps for Small Business, Fundamentals of Logistics and Supply Chain Management, and Smart Phones and Tablets for Small Business. We must be intentional in order to improve our skills and enhance our ability to meet our customers' needs.

This month, I am addressing a fundamental concept that leads to small business success. Collaboration has proven to be needed and effective. Regardless of the type of business, we are much more likely to be successful when we align ourselves with others who are committed to similar objectives. Many other people and organizations provide products and services needed by our businesses and even our customers. We must learn to create and maintain partnerships that contribute to our success.

We are constantly reminded that there are many great people and organizations doing great work. Collaboration is essential to the continued growth and success of our community. During the most recent annual meeting of the Winston Salem Chamber of Commerce, the keynote speaker reminded us about the importance of collaboration. While Robert Ingram discussed the role of life science in North Carolina, several times I heard him discuss the importance of collaboration. Research Triangle Park and Innovation Quarter are huge examples of collaboration that many of us have witnessed and enjoyed.

On a smaller scale, examples of collaboration are the referrals that result from the many networking groups in our community. As we interact with clients in our seminars and during business counseling sessions, we encourage collaboration as much as possible. Almost every day, someone asks us if we know of a business that does something needed by another prospective or existing business owner. We maintain a LinkedIn discussion group and a resource center in our office in order to encourage collaboration.

Additionally, we partner with local Chambers of Commerce, Winston Salem State University, and other organizations to make opportunities possible. They enhance our understanding of the needs of small businesses. We return the favor by participating in their committees and special events.

This is no shortage of opportunities for collaboration!!! You are invited to visit our website to learn more about our desire to collaborate with you. Our motto is “Increasing Business Success” which describes our commitment to our clients. The NC Community College’s Small Business Center Network assists in starting an average of more than 650 businesses each year. Small Business Centers have an economic impact in 90% of all NC Counties each year, helping to create and retain over 3,000 jobs annually.

Visit us at [www.forsythtech.edu](http://www.forsythtech.edu) and type “sbc” or you can visit us in person at 525@Vine in Innovation Quarter. Feel free to contact us at [SBC@forsythtech.edu](mailto:SBC@forsythtech.edu) or by calling 336-757-3810.

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