

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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SBC@forsythtech.edu

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Every Business Needs a Team

In my previous article, I discussed the events that we provide on a monthly basis at the Small Business Center. We believe strongly that every business owner needs to commit to continuous learning. Our events are designed with this objective in mind. Certain aspects of business management are so critical that we have committed to providing regular learning opportunities.

This month, I want to discuss 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. In order to make all of this possible, the following was needed:

1. Nell Perry – She has served as the coordinator of the Small Business Center for more than 20 years. She is responsible for our educational events. She is committed to scheduling events that meet the needs of our clients. Our most popular events support starting a new business and marketing existing businesses.
2. Della Lawson – She is responsible for the business mentoring process. She oversees the process which allows clients to meet on a one-on-one basis with our team of more than 20 mentors. She is also the architect of our newsletter and other marketing efforts.
3. Business Mentors – We have assembled a team of more than 20 business mentors who are committed to your success. You can schedule appointments with them in order to find guidance to address your specific needs.
4. Presenters – Numerous subject matter experts ensure that the information that you need is provided through our educational events. They help you to develop the skills needed to manage a successful business.
5. SBC Ambassadors – We have recruited a small group of business owners to clearly communicate the value of the Small Business Center. They are regularly engaged in business meetings throughout Forsyth and Stokes counties. They wave the banner of the Small Business Center when they meet people who will benefit from our services.

6. Other Organizations – We maintain partnerships with several organizations who are committed to your success. Many of our clients were referred to us by these other organizations.

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 800 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 2,800 jobs annually.

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