

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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Ongoing Business Education

In my June article, I reviewed our celebration of National Small Business Week in May. The Small Business Center hosted about 20 events during the week of 5/4-5/8. Our sessions included social media, credit, technology, digital marketing, and much more.

This month, I want to stress the importance of ongoing business education. People often say that more needs to be done to prepare businesses for what they will face. We agree 100% !!! As a matter of fact, all current and prospective small business owners should commit to on-going opportunities to enhance their skills. This is true whether they are considering starting a business, have recently started one, or have been in business for many years. The Small Business Center Network regularly makes educational opportunities available at various locations across North Carolina. Here are the types of opportunities that we provide in Forsyth and Stokes counties:

Seminars:

We provide a variety of presentation-based educational opportunities. Topics include social media, marketing, starting a business, grant seeking/writing, and more. The expected outcome is the acquisition of business information.

Roundtables:

Join us for interactive discussions about a variety of topics such as customer engagement, networking, productivity, business growth, and more. The expected outcome is the acquisition of best practices leading to increased success.

Clinics:

These experiential learning opportunities allow business opportunities to practice their skills regarding presentation, business research, sales, LinkedIn, and more. Clinics are designed for repeated participation. The expected outcome is business skill development.

In addition to our face-to-face opportunities, we also offer online training. HP LIFE (Hewlet Packard Learning Initiative for Entrepreneurs) is a free, online training program. HP LIFE is a global program that offers aspiring entrepreneurs and small business-owners valuable business skills. HP LIFE offers participants a path to realizing their business dreams. This program is self-paced, making it possible for more aspiring entrepreneurs to participate. It will help you gain the real-life business and technology skills you need to start or grow your business.

We want you to visit our website to learn about our educational events. It only takes about two minutes to register for the opportunities of your choice. Visit us at 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 or by calling 336-757-3810.

The objective of the Small Business Center 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. The Small Business Center at Forsyth Tech is dedicated to addressing the needs of current and prospective small business owners in Forsyth and Stokes counties.

You are invited to visit our website to learn more about the Small Business Center. The NC Community College’s Small Business Center Network assists in starting an average of more than 600 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.