

# 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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### Positive Turbulence in Small Business

In my previous article, I discussed the importance of the business pitch or elevator speech. On any given day, business owners are asked to briefly share what they do. In addition to sharing what we do, it is essential that we communicate how we provide value to others. The Small Business Center offers a variety of educational events to help current or potential business owners how to effectively (and concisely) do just that.

This month, I want to discuss 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. On the website, the vision is stated as follows:

“A thriving city where **ALL** citizens have equitable opportunity to achieve economic prosperity through entrepreneurship.”

Positive Turbulence applies to small business success. As a matter of fact, we selected it as the Small Business Center theme for October. The term speaks to the challenges that we face as we seek to start and grow our businesses. Sometimes our work is very difficult, however, rewarding. Our services are designed to help business owners understand, face, and overcome those challenges. We must connect with much needed resources as we work hard to overcome the challenges that we face. We want to connect you with business owners that have successfully leveraged Positive Turbulence.

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](http://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](mailto: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*

*Article appeared in Black Business Ink Magazine*