

Business Smarts—Lexington

Is Your Business All It Can Be? Do You Know How to Know?

A series of 6 workshops designed to guide you through an assessment of your business' status, identify business strengths and weaknesses, plan for, and implement improvement strategies.

Who should attend: → Owners, managers, and non-profit directors seeking business or organizational success.

Time/Format: 8:15—9:45am on the 3rd Friday of the month, May through October, 2014
Presentations by topic experts and/or panels of practitioners, with time for Q&A

Where: Cornerstone Bank Boardroom, 54 South Main St., Lexington, VA

Cost: \$10.00 per session

For more information: visit www.ValleySBDC.org

Register to ensure a seat by calling the Shenandoah Valley SBDC at (540) 568-3227 or visiting their website www.ValleySBDC.org

Fri, May 16: BUSINESS LIFE-CYCLE STAGES

All businesses experience common problems at similar stages in their development. Just as parenting strategies that work for your toddler cannot be applied to your teenager, management strategies for your small business change as it evolves through predictable growth stages throughout its life. Learn the stages and how key success factors for each of the stages change. Prepare for the focuses and challenges you will need to succeed in your current business stage, and those to come.

Fri, Jun 20: WHAT, IF ANYTHING, IS SPECIAL ABOUT YOUR BUSINESS?

Do you know why customers buy from you? Or, maybe why they don't? Why would anyone choose your business over a competitor to provide an experience, ease a "buying frustration," or solve a problem? Learn how to identify (or create) a unique selling proposition (USP) for your business, describe the "Ideal Customer" who needs and wants that USP, and determine how many of those Ideal Customers you need to be successful, where they are, and how to attract them.

Fri, Jul 18: GETTING THE MOST VALUE OUT OF YOUR ACCOUNTANT

To successfully manage and grow your business, you MUST have and understand your financial reports! It's not just about minimizing the taxes you must pay, it's about successfully managing your business! Whether you're working from a calculator and a cash box, or using a POS software system and a robust accounting program like QuickBooks, today's panel will provide insights on the types of services and managerial advice accountants can provide, and how to get the most value out of your relationship with them.

Fri, Aug 15: HAVING THE RIGHT EMPLOYEES WHO DO RIGHT BY YOUR BUSINESS

Depending on the life cycle stage of your business, do you have the right balance between doing work yourself and delegating to others? Do you have to micro-manage everyone's activities, or do you have the HR policies, procedures, and practices in place so your business growth won't be constrained by how much you can manage personally? Learn to recruit, hire, and retain employees with the skills and abilities needed by your business, and how to replace them when that's not the case.

Fri, Sep 19: WHAT WILL YOUR BUSINESS BE WORTH WHEN YOU WANT OUT?

Successful business owners know what their succession plan or exit strategy will be years before it's going to happen. Building sales is imperative in the early stages of a business, but eventually building the value of the business itself becomes increasingly important. Whether your exit strategy is in place or you need to develop one, this workshop will help you understand what your business is worth now, what kinds of strategies will add or reduce its overall value over time, and how to monitor and manage business value growth.

Fri, Oct 17: BUSINESS STORYTELLING IS THE "NEW MARKETING."

What captivating stories does your business or organization have to tell? Who are the characters; what is the history, and what are the "happy endings"? A good story captures the imagination and compels us to ask for more. Organizational stories bring facts and figures to life and invite customers, clients, and donors to engage with you in a personal way. How can you use your stories to inform about your mission, products, and goals?

Sponsoring Organizations:

