

Small Business Capacity Building



By Ron White

PROBITY
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Small Business Capacity Building Objectives

- **Understand critical business fundamentals needed for sustained growth.**
- **Identify key concepts and strategies focusing on increased capacity building of small businesses.**
- **Identify essential elements of “breakthrough companies.”**
- **Learn about formal agency and / or company sponsored programs designed to promote small business capacity building.**

Small Business Capacity Building Agenda

- Introductions
- What is it?
- Critical Business Fundamentals
- Key “Owner” Concepts
- Elements of Breakthrough Companies
- Programs
- Workshop





PROFESSIONAL CONSULTING SERVICES

- Technical support with Mentorship and Coaching
- Seminars and Training for Agencies and Companies
- Specializing in small business and construction
- Award-winning Diversity Programs

“Coaching for the intelligent growth of small business”

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Name
Organization / Location
What you do?
What you like to do?



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Linking and Enhancing contracting opportunities and training to Minority-Owned businesses

Small Business Capacity Building

What is it?



- February 23, 2008
The Energy Challenge
Move Over, Oil, There's Money in Texas Wind
By CLIFFORD KRAUSS

SWEETWATER, Tex. — The wind turbines that recently went up on Louis Brooks's ranch are twice as high as the Statue of Liberty, with blades that span as wide as the wingspan of a jumbo jet. More important from his point of view, he is paid \$500 a month apiece to permit 78 of them on his land, with 76 more on the way.



**"Look what I found in the dumpster!
A perfectly good business plan!"**

Critical Business Fundamentals

- Biz Plan 101
 - What is a Business Plan?
 - Who needs a Business Plan?
 - Why? A key to survival
 - Benefits
 - Elements of Business Plan?
- Business “Plan in a Pinch”
- “One Page” Business Plan
- Live it or it will die!



Elements of a Business Plan

Small Business Administration (SBA) www.sba.gov/smallbusinessplanner	Palo Alto – Business Plan Pro www.paloalto.com	Microsoft Office Template www.office.microsoft.com/templates
• Executive Summary	• Executive Summary	• Mission Statement
• Market Analysis	• Company Description	• Team
• Company Description	• Product or Service	• Market Summary
• Organization & Management	• Market Analysis	• Opportunities
• Marketing & Sales Management	• Strategy & Implementation	• Business Concept
• Service or Product Line	• Management Team	• Competition
• Funding Requests	• Financial Plan	• Goals & Objectives
• Financials		• Financial Plan
• Appendix	Also See: www.google.com – Business Plans http://en.wikipedia.org/wiki/Business_plan	• Resource Requirements
		• Risks & Rewards
		• Key Issues

Key “Owner” Concepts

- Leadership (versus Management) and Teamwork
- Time
- Financials
 - Reports, Bonding and Insurance
- Communication
- “It’s about the People”
- Continuous Improvement
- Probity
- Faith



Elements of “Breakthrough Companies”

- *The Breakthrough Company* – Keith McFarland



1. Crowning the Company
2. Upping the Ante
3. Building the Company Character
4. Navigating the Bermuda Triangle
5. Enlisting “Insultants”
6. Erecting Scaffolding



Programs for Capacity Building

- Types
- Purpose
- Mission Statement
- Program Values
- Program Design / Elements
 - Business Plan / Fundamentals
 - Training – Biz and Tech
 - Networking, Orgs, Roundtables
 - Mentoring
 - Partnerships
 - Opportunities, capital and contracts





Contractor Development and Training Program Program Highlights:

- **Objectives**

1. Education and Training
2. Effective Capacity Building of Contractors
3. Mentorship and Relationship Building
4. Contractor Services and Support
5. Marketing and Business Development

- **Outcomes and Benefits:**

1. For Members (Clients):

- Increased Contract Opportunities
- Training
- Mentoring
- Business Development
- Access to Resources
- Increased Profitability

2. For Owners / Sponsors:

- MCIP clients bring increased
 - Viability
 - Diversity
 - Creditability
 - Reliability
 - Capacity

Positive, proven results for firms on projects!



Executive Management Program

Duration:

6 weeks

2 weeks

3 years – Growth
4 years – Accelerated

Orientation & Seminar

Evaluation

Executive Mgmt Program
(Curriculum / Cohort style)

Tract –
Growth Cohort

Tract –
Accelerated Cohort

Graduation

Highlights / Benefits:

- Estimating, Pricing and Gaining Work Seminar
- 8 Lessons, Group Training with “real” project
- Required Attendance; Includes program overview
- Determine “go or no go” after Seminar

- 4 or 5 person Evaluation Team
- Use standard evaluation tool
- Define “best fit” – Growth or Accelerated

- Tract – “Growth Cohort”
 - Designed for “steady growth” firm
 - Focus on fundamentals
 - Moderate program budget requirement
- Tract – “Accelerated Cohort”
 - Designed for “high growth” firm
 - Demonstrated mastery of fundamentals
 - Focus on advanced concepts
 - Higher program budget requirement

- Celebrate completion with formal event
- Certificate of completion
- MCIP Class of 20XX



Executive Management Program

Estimating, Pricing and Gaining Work Seminar
 Metropolitan Contractor Improvement Partnership
 By Ron White
 Probity Builders LLC

Duration:

6 weeks

2 weeks

3 years – Growth
 4 years – Accelerated

Orientation & Seminar

Evaluation

Executive Mgmt Program
 (Curriculum / Cohort style)

Tract – Growth Cohort

Tract – Accelerated Cohort

Graduation



		AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	
		Complete Seminar?	Mission / Vision / Goals turn-in?	PreQual turn-in?	Complete Seminar Bid?	Tech-nology	Operations	Accounting	Finance	Marketing	Org Development / Education	Work Force	Review Team	Cohort (Growth / Accel / NO)	
19	Professional Minority Group Inc.	ROSA	Yes	Yes	Yes	Yes	Adv	Adv	Adv	Adv	Adv	Adv	TJ, HG, LB, RW	ACC	
21	Remodeling by Wesley	WESLEY	Yes	Yes	Yes	Yes	Adv	Adv	Adv	Int	Beg	Int	Beg	TJ, HG, LB, RW	Growth
22	Rogers Construction & Contracting Co. LLC	ROGERS	Partial	Yes	No	No	Beg	Beg	Int	Int	Beg	Beg	TJ, HG, LB, RW	Growth	
23	UNIVERSAL LAWN CARE MAINTENANCE	THOMAS	Yes	No	No	Yes	Beg	Beg	Beg	Beg	Beg	Beg	TJ, HG, LB, RW	Growth	



Contractor Development and Training Program
 MCIP Contractor Academy Curriculum

Client: Lo's Contracting Cohort: Growth Class: 2012
 Mentor: _____ Enroll: Apr-09

Year 1	Partners	Scheduled Completion				Actual Completion
		1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	
Enrollment, orientation, seminar	MCIP	XXX				Apr-09
Evaluation	MCIP / AB	XXX				May-09
Define Mission, Vision, Goals	Team	XXX				
Monthly MCIP Team Meetings	Team	XX	X X	XXX	X X	
Cohort Meeting	All		X		X	
Assessment and Business Plan	HG		XXX	XXX		

Capacity Building Workshop

- Break into groups
- ID a spokesperson
- Scenario
- Report out



Small Business Capacity Building Review and Questions???

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