

Running Small Businesses Is Like Coaching

By Paul Lester

It may not be something that often crosses your mind, but football coaches and small business owners have a lot in common. Both professions require leadership, dedication, commitment, and a strong work ethic to succeed. Just like football coaches, as a small business owner, you must take on many roles to ensure that everybody is working together as a team to achieve important goals and that operations run smoothly.

Here are a few other ways football coaches and small business owners play a similar game.

Pre-game

To prepare for a football game, coaches research opponents, develop game plans, and determine the best lineup of players who will help the team win. Similarly, when starting a small business, entrepreneurs conduct market research to understand the competition and the key economic conditions and indicators. Entrepreneurs also build a business plan, which sets the strategic framework for the

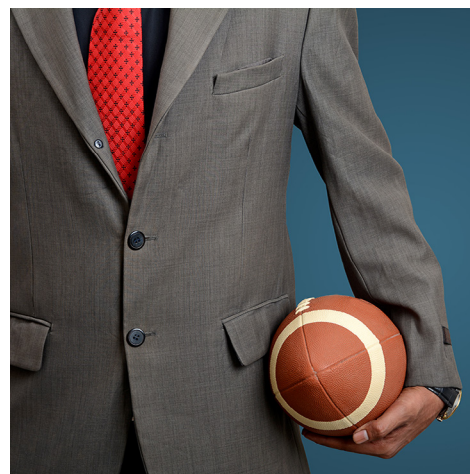
organization and maps out the path forward. In addition, small business owners find top talent who will help them execute the plan and beat the competition.

During the game

Over the course of a game, head coaches adjust regularly, shifting tactics to put their team in position to score and win. They consult with assistant coaches to get advice on what plays they should run. Entrepreneurs also make strategic moves to adjust to constantly changing market forces and customer demands. You can get guidance on how to set yourself for success by consulting with experts from your local SBA District Office, SCORE Chapter, Small Business Development Center, Women's Business Center, or Veterans Business Outreach Center.

Halftime

Coaches typically deliver inspiring halftime speeches that motivate players to give their all and function as a team. You motivate your employees by providing benefit programs and encouraging



their career growth through training that will help strengthen their skills. Small business owners also foster teamwork by clearly communicating the importance of each employee's role in reaching a shared objective.

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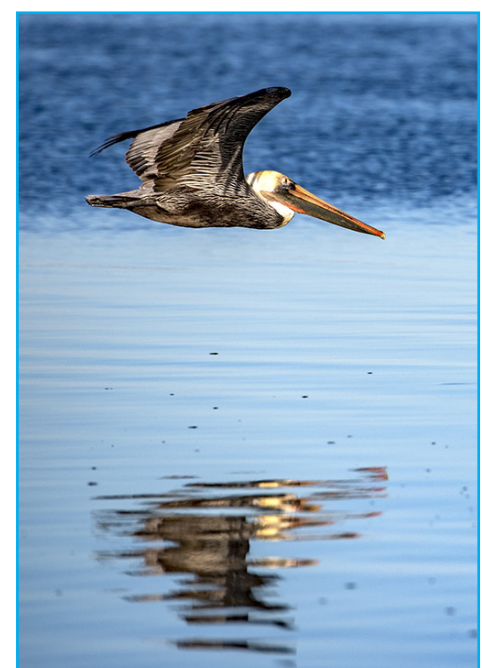
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2024

Selling to the Federal Government Webinar
Thursday, October 24, 2024, 12:00 pm–3:00 pm CDT Online
Main Sponsor(s): US Small Business Administration
Contact: george.tapia@sba.gov, 610-382-3086
Fee: Free; registration required

Did you know that the federal government is the largest purchaser of goods and services in the world? Interested in learning how your business can market your services or goods to the federal government? Register on line at <https://www.eventbrite.com/e/how-to-sell-to-the-federal-government-tickets-21790713611> SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Marketing Your Firm, Federal Supply Schedules, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting. Participants must ensure Microsoft Teams is functioning.

Federal Contracting: Woman-Owned Small Business (WOSB) Certification Program Webinar
Tuesday, November 19, 2024, 1:00 pm–2:30 pm CDT Online
Main Sponsor(s): US Small Business Administration
Contact: patrice.dozier@sba.gov
Fee: Free; registration required

Welcome to the WOSB webinar series! Are you a woman owner of a small business? The federal government's goal is to award at least five percent of all federal contracting dollars to woman-owned small businesses each year. Join us for training on how to register for SBA's Woman-Owned Small Business (WOSB) program, which helps eligible small businesses to qualify for federal contracting opportunities. The monthly sessions will include an overview of the self-certification process, as well as a discussion of the NAICS codes that qualify as WOSB or EDWOSB. Register for this free webinar at <https://www.eventbrite.com/e/wom-own-small-business-wosb-certification-program-tickets-853225690007>

8(a) Orientation and SAM Registration Webinar
Wednesday, November 20, 2024, 9:30 am–10:30 am CDT Online
Main Sponsor(s): US Small Business Administration
Contact: illinois.do@sba.gov, 312-353-4528
Fee: Free; registration required

Join the Small Business Administration (SBA) Illinois District Office for a virtual workshop providing an overview of the 8(a) Business Development program, eligibility requirements, and program benefits. Also learn how to increase your potential for federal contract opportunities through System for Award Management (SAM) registration, including information that you need for the registration process. SBA presenters will offer additional tips, address FAQs, give directions on where to get further assistance, and answer your other questions. To register for this free webinar, visit <https://www.eventbrite.com/e/8a-orientation-sam-registration-tickets-518989961947>

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