

Resources to Work on Your Business

Too often business owners get tied up in the day-to-day operations and don't have time to work on the business rather than in it. Michael Gerber's books on the E-Myth hit it right on the head when he speaks about the three-people-in-one that needs to exist to be a business owner. Those three people are The Technician, The Manager and The Entrepreneur. Too much of the time, the business owner is trapped in The Technician role and doesn't have the time, skills or systems to handle the Manager and Entrepreneur roles. Or even know how to gain the skills for those roles.

Fortunately, there are a lot of opportunities out there to gain knowledge and assistance if time is scheduled for that purpose. One way to work on this knowledge, of course, is reading. There are hundreds of good books out there that can expand your knowledge.

Another way is to take courses at your local colleges and universities. The Continuing Education

department at Weber State has courses designed specifically for the business community and both Ogden/Weber Applied Technology College and Davis Applied Technology College have programs specifically designed for entrepreneurs.



My office, the Small Business Development Center, and the other SBA partnership organizations of SCORE and the Women's Business Centers are valuable

resources for both training programs and one-on-one counseling.

The Small Business Development Center (SBDC) program is funded by the Federal legislature as a line item in the Small Business Administration's (SBA) budget. We are considered the "technical assistance" leg of the SBA's small business programs. We provide this technical assistance through one-on-one counseling, training and resource referral all at very low cost, if not free of charge. Nationwide, we have over 1,100 offices. Here in Utah we have 12 offices and also receive funding through the Governor's Office of Economic Development and the various colleges and universities where we are hosted.

Basically, this means that your tax dollars are paying for this program, so feel free to take advantage of it. We do not replace experts like attorneys or CPA's, but just taking the time to talk to someone else or take advantage of some training

may help you gain some knowledge and develop the systems that will move you from technician to manager and entrepreneur.

Now, let me mention a few training programs that are available through my office.

Recently we offered a two-hour class on Advanced Internet Marketing. Having a website is an important tool for business, but if it is not designed to optimize its ability to be found by the search engines, it can become a very limited tool. For only \$10, attendees learned how the search engines find and categorize the listings and the keys to moving your website up in those listings. We will look to do this class again in the near future.

Coming up on March 11th will be a class on Selling Your Business. This is one of those important planning tools that all business owners should be thinking of. This class will identify steps that you can be taking now to maximize the sale price of your business somewhere down the road. It will also let you know some of the expectations you should have when the time

comes that you list it for sale. Again, thanks to our funding partners, there is a minimal cost to attendees of only \$10 per person.

We have a class available on how to prevent embezzlement in your business. The average loss to small business from embezzlement is \$200,000 per year. Wouldn't it be wise to invest a small amount of your time to learn how to set up the internal controls to prevent this from happening to you?

We have an on-line entrepreneurship course that covers a broad spectrum of information from management to marketing to finance. Accessible via the Internet, this course is best suited for the fairly new business owner that needs to develop a plan and improve their knowledge of the business world.

The last I will mention is Franklin Covey's 7 Habits for Small Business Managers. This multi-session course is designed for small businesses with less than 300 employees who need to focus on leadership issues within their organization. This workshop gives new and

experienced managers a set of tools that will help them meet today's management challenges. Franklin Covey has made a special arrangement with the SBDC's nationwide to offer this course for only \$395, half of the normal fee.

If you are interested in any of the above offerings and are willing to commit the time, contact me at 801-626-7232 or bking1@weber.edu to be added to our waiting list. We are here to fulfill the training needs of our communities. If there is some specific topic that you would like to have offered, please let me know. There is a whole world of information out there at our fingertips, and we are more than happy to compile and present that information to you.

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