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NEWS RELEASE

Coronavirus-Focused Virtual Business Workshops Among Several Offered by Oakland County Small Business Team

PONTIAC, Mich. – Aug. 12, 2020 – Business owners and entrepreneurs who may have had their operations or aspirations interrupted by the coronavirus pandemic have a chance to get back on track with the help of expert business counselors from Oakland County’s small business team.

The center is offering a series of workshops as part of its September schedule that focus on business strategies for responding to the pandemic, including:

- Pivoting Your Business to Thrive in a New Environment
- Market Trends During the Coronavirus Crisis – Consumers Have Changed, Will You?
- How to Write a Business Plan in the New Economy

“We encourage business owners and entrepreneurs to take advantage of these workshops which are tailored to giving useful direction and strategies to help business owners chart a course for success,” County Executive David Coulter said. “Our economic development small business team is anxious to help you and your business through the pandemic or help you formalize your entrepreneurial vision.”

All workshops are free unless otherwise noted and require pre-registration. The September workshop schedule is:

A 360° Perspective on Your Business

Sept. 1 | 11 a.m. - noon | <https://bit.ly/33vnohj>

When everything is important all the time, the question becomes “what do we focus on now?”

In this workshop, you’ll be introduced to GrowthWheel to help you quickly evaluate where you’re at with your business and where to focus if you want to grow the company. This workshop is designed to help existing businesses.

Cost: Free | Registration required

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Starting a Business

Sept. 2 | 5:30 - 7:30 p.m. | <https://bit.ly/33zOWC4>

Thinking about starting a business? We can help. This virtual workshop is designed for individuals who are at the beginning stages of starting a business. Topics like startup costs, financing options and business planning are introduced along with the steps to get started. This workshop is for startup businesses.

Cost: Free | Registration required

Startup Cash Analysis – Don't Get in Over Your Head

Sept. 8 | 1 - 2 p.m. | <https://bit.ly/33yglip>

Get ahead of the curve, prepare for the next steps and don't get in over your head. This virtual workshop helps new entrepreneurs gain a better understanding of the cash demands required to successfully start a business. With 50 percent of small businesses failing within the first five years, proper startup cash analysis is paramount to a successful launch. Concepts found in the Startup Cash Analysis Workbook (course materials) and estimating cash needs will be covered. Don't be a statistic. Register today. This workshop is for pre-start businesses.

Cost: Free | Registration required

CEED Lending Small Business Loan Orientation

Sept. 9 | 9 - 11 a.m. | <https://bit.ly/33Ffrq1>

If your business is in Oakland County and you need alternative financing, consider a CEED Lending Small Business Loan. The workshop introduces you to the requirements and process necessary to qualify for a CEED loan. CEED Lending is an initiative of Great Lakes Women's Business Council.

Cost: Free | Registration required

Pivoting Your Business to Thrive in a New Environment

Sept. 10 | 1 - 2 p.m. | <https://bit.ly/3knZb2C>

Successful businesses pivot to adjust to changing times. New business realities due to COVID-19 require that many new and well-established businesses re-evaluate their business models. This virtual workshop covers three areas of your business that hold clues on how to successfully pivot your business and stay alive. This workshop is for existing and startup businesses.

Cost: Free | Registration required

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Market Trends During the Coronavirus Crisis: Consumers have Changed, Will You?

Sept. 15 | 1 - 2 p.m. | <https://bit.ly/30zJk8Z>

New customer expectations necessitate changes in business practices. This virtual workshop will help you understand customer expectations, incomes and spending habits during the era of COVID-19. Learn more about changes in consumer behavior for business-to-customer (B2C) businesses and identify consumer behaviors that are likely to stick long term. This workshop is for existing businesses.

Cost: Free | Registration required

From Good Idea to Great Concept

Sept. 16 | 9 - 11 a.m. | <https://bit.ly/3kjtW1Y>

A great idea is just the first step along an entrepreneurial journey. Learn how to take your idea and build a great business concept that you can implement. Hear how to move from idea to concept and how successful entrepreneurs adjust their concept to give themselves the best chance at creating a successful business. This workshop is for startup businesses.

Cost: Free | Registration required

How to Write A Business Plan in The New Economy

Sept. 17 | 11 a.m. - Noon | <https://bit.ly/3igFAzc>

So, you've decided that it's finally time to write that business plan everyone says you need. Excited? Dreading it? Not sure where to start? We can help! Follow along with our step-by-step Prepare a business plan that gives your business direction, defines your objectives, maps out strategies to achieve your goals and helps you to manage possible bumps in the road. This workshop is designed for entrepreneurs who are interested in writing their first business plan or want to improve a plan to get their business to the next level. This workshop is for existing and startup businesses.

Cost: Free | Registration required

Projecting Cash Flow – Overcoming Business Interruptions and Beyond

Sept. 22 | 1 - 2 p.m. | <https://bit.ly/33AMJqe>

This may be the most important class a small business owner will ever take. This virtual workshop helps you gain a greater understanding of the cash demands required to successfully manage a business, including an introduction to the use and concepts found in the Cash Flow Projection Workbook (course materials). A good cash flow management system is paramount to the success of your business. This workshop is for new and existing businesses.

Cost: Free | Registration required.

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