



# \$business SUCCESS program™



# Business Success Program Objectives

- To increase the retention/survival rate of participating businesses
- To retain existing jobs and create new ones
- To strengthen working relationships with community partners in order to expand and improve services to small business
- Help participating business grow and expand
- Expand the operating culture of business helping business

# Who Can Benefit

- The program is ideally suited for businesses in the retail, service and hospitality sectors or light manufacturing and primarily targeted at individual entrepreneurs and small businesses in Leeds and Grenville

# How the program works

## Roles and Responsibilities

**Small Business Centre**  
**The Advisory Team**  
**Coaches**  
**Coordinators**

# Small Business Centre

- Program leadership, administrative support, communication, coach scheduling, chair coach committee meetings, recruit coach committee members, administer forms, promotional materials, recruit coaches, program promotion, secure funding/resources, coach placement, record keeping, coordinate coach orientation, produces progress information & results, administers program budget.

# The Advisory Team

- Provide advice, resources & support to the program
- Assist in planning & development ideas
- Help recruit coaches
- Help secure program resources
- Help create community partnerships
- Approve business and coach applications

# Coaches

- Coaches are selected by the Advisory Team and share business knowledge & experience with participating businesses
- Coaches are experts in financial, legal, marketing, technology or human resources
- They may visit business as few as one time or many times depending on the need.

# Coordinators

- Coordinators will coordinate the coach / individual business meetings
- Attend business visits with coaches
- Ensures visit reports are done, ensures follow up activities take place, shares reports with acting coaches, and report to the Advisory Team on progress
- Coordinators can be staff at the municipal offices, or partner organizations



# Project Implementation Plan

- Introduction to stake holders and municipal leaders  
August 17<sup>th</sup> 2011
- First Advisory Team Meeting held November 14, 2011
- Follow up meeting to review coach and business  
application forms December 9, 2011

**Target Date for pilot March, 2012**

# Advisory Team Members

- **Mike O'Keefe**, GCFDC
- **Shelley Bacon**, Northern Cables
- **Diana Dodge-Phillips**, Bridlewood Manor Retirement Living by Revera
- **Teri Devine**, Economic Development Coordinator North Grenville
- **Keeley Mouré**, O'Farrell Financial
- **Ann Weir**, Economic Development United Counties Leeds and Grenville
- **David Paul**, Economic Development City of Brockville
- **Brenda Clarke**, Downtown Brockville
- **Paul Boivin**, Paul Boivin and Associates
- **Rob Walker**, Walker and Associates Professional Corporation
- **Dan Humphries**, Ministry of Economic Development and Innovation