



ATL

*Behind
the
Scenes*

TRAINING SESSIONS

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**BUSINESS
DIVERSITY**

W e l c o m e

PRESENTED BY

ATL BUSINESS DIVERSITY

TRAINING SESSIONS

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*Behind
the
Scenes*
TRAINING SESSIONS

PRESENTER

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President & CEO

P³Delivery
Project • Process • Performance



Agenda

Moments of Truth

The Small Business Lifecycle

Developing Your Small Business Framework

Change Strategies

A Small Business Survival Kit

Audience questions

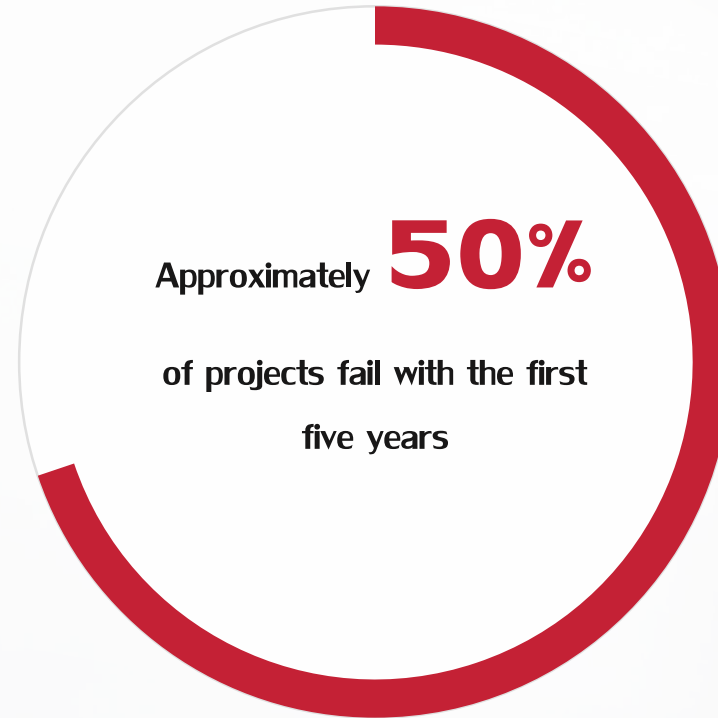
What are the top three challenges you are currently faced with as a business owner?

- Access to or Raising Capital
- Capacity
- Client Dependence
- Money Management
- Fatigue
- Founder Dependence
- Balancing Quality and Growth
- Others?



Moments of Truth

Statistics Hard to **Ignore**



Source: US Census Data



10 Reasons Why Small Businesses Fail

1. Refusal to Pivot
2. Underestimating Administrative Tasks
3. Trying to Do it All
4. Lack of Sales
5. Unsustainable Growth
6. Inventory Mismanagement
7. Failure to Understand their Customers
8. No Business Plan or Poor Planning
9. Lack of Data
10. Poor Management

The Small Business Lifecycle (Traditional)

1 Launch

2 Growth

3 Shake-out

4 Maturity

5 Decline

The Small Business Lifecycle (My Point of View)

1 Ready for Business

2 Ready to Operate

3 Ready for Procurement

4 Ready for Growth

The Small Business Lifecycle





Developing a Small Business Framework

Ready for
Business

Key Activities and Tools



Activities

- > Business Plan
- > Financial Management Plan
- > Brand Definition
- > Marketing and Sales Strategy
- > Website

Tools

- > SMART Goals
- > SWOT Template
- > Pro forma projections
- > Mastermind Groups
- > Capabilities Statement & Business Cards

Ready for
Operate

Key Activities and Tools



Activities

- › Business Infrastructure
- › Customer Service Strategy
- › Project Management
- › Accounting System
- › Commercial Insurance and/or Bonding
- › Corporate Insurance

Tools

- › Assessment tools
- › Pre-packaged templates
- › Competitor Analysis Tools
- › Articles, white papers, benchmarks

Ready for

Procurement

Key Activities and Tools



Activities

- › **Supplier Diversity Contacts and Small Business Advocates**
- › **Vendor Registration and Certification**
- › **Understanding Contracting and Acquisition Rules, Guidelines and Regulations**

Tools

- › **Marketing/Sales Templates**
- › **Forecasts**
- › **Contracting Tools**
- › **Industry Outreach and Networking Events**
- › **Partnerships & Joint Ventures**

Ready for
Growth

Key Activities and Tools



Activities

- > Pro forma statements
- > Business Plan Refinements
- > Growth Strategies

Tools

- > Customer Feedback
- > Lessons Learned
- > Scorecards
- > Benefit Realization Plans

Audience questions

What Phase Are You In?

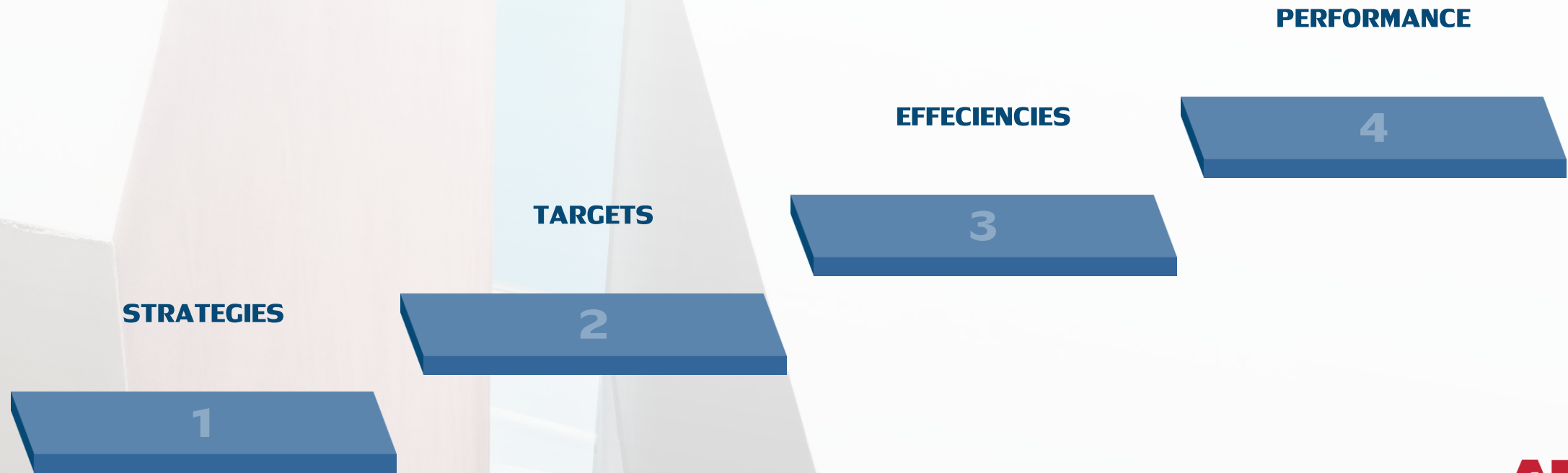
- Ready for Business
- Ready to Operate
- Ready for Procurement
- Ready to Grow

A white chess king piece stands prominently in the foreground on a sandy beach. The background is a soft, hazy sunset over the ocean, with a blurred silhouette of a horse in the distance. The overall mood is contemplative and strategic.

Change Strategies

Strategies Targeting Efficiencies, Effectiveness, and Performance

“S.T.E.P.” Change



A Small Business Survival Kit

1

Updated Business Plan

2

Policies, Processes and
Procedures

3

Back-up Plan

4

Financial Plan including relationship with funding
resources

5

Accountant

6

Understanding of your customer's needs, what they are buying and what they
perceive as value

7

Marketing and Sales

8

Cyber security practices

9

Small business advocate and resources

10

Passion

conclusion

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question

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Thank you
for attending
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