

# NEWS

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## Running Small Businesses Is Like Coaching

organization and maps out the path forward. In

### **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

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, SCORÉ 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



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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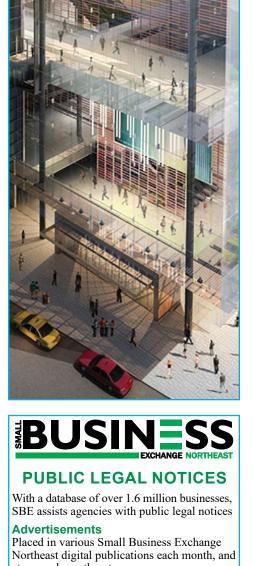
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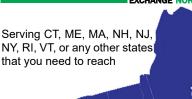
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entrepreneurs, to secure surety bonds.

**USDOT Bonding** 



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The US DOT BEP was designed to increase the capacity of business owners, especially minority

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from our five BEPs (2020-2024) **OUR Partners and Collaborators** ŞΒŅ

contact: Lizbeth A. Rodriguez | SBTRC Northeast Region Director |Phone: 718-482-5941| sbtrc@lagcc.cuny.edu









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Learn the essentials of federal contracting for

small businesses. This event will cover the basics of navigating the federal contracting

process, as well as the various certifications available to help your small business succeed

in the government marketplace. Certifications

include: 8(a) Business Development Program, HUBZone Certification, Woman Owned Small

Business (WOSB/EDWOSB), and Veteran

Owned Small Business (VOSB). Don't miss

this opportunity to gain valuable insights and

at https://www.eventbrite.com/e/federal-con-

tracting-basics-and-certifications-for-small-

Federal Contracting: Woman-Owned Small

Tuesday, October 21, 2025, 2:00 pm-4:00 pm

Business (WOSB) Čertification Program Webinar

Main Sponsor(s): US Small Business Administration

businesses-tickets-1133402700989

resources to help your small business. Register

### Advertise ITB to Targeted (NAICS/SIC/UNSPSC) Certified Businesses Telephone Follow-Up (Live) Agency/Organization Letters Computer Generated Dated and Timed Documentation Customized Reports Available For more info contact

Exchange Vortheast

### The monthly sessions include an overview of the self-certification process, and a discussion of the NAICS codes that qualify as WOSB or EDWOSB. Register at https://www.eventbrite.

Tuesday, October 28, 2025, 1:00 pm-2:30 pm Main Sponsor(s): US Small Business Administration, Massachusetts District Office Contact: Lisa Gonzalez Welch, 617-565-5588, lisa.welch@sba.gov

Are you thinking of starting a business? Do you need small business assistance? Join Lisa

Fee: Free; registration required

Gonzalez Welch, economic development specialist with the United States Small Business

com/e/woman-owned-small-business-wosbcertification-program-tickets-1123670050369 SBA Starting and Growing a Business Webinar

Administration (SBA) Massachusetts District Office, to learn how SBA programs and services can be of assistance to help you start, expand, grow, and recover your business. This overview presentation covers: introduction to the SBA;

SBA resource partner network; access to capital

through SBA backed loan programs; and sell-

ing to the federal government. Register online

for the free webinar at https://www.eventbrite.

com/e/starting-and-growing-a-business-the-sba-

advantage-tickets-1660600864889

### Contact: Patrice Dozier, patrice.dozier@sba.gov Fee: Free; registration required SBA is creating a space for Woman-Owned Small Businesses, via WOSB certification!

**CORPORATE OFFICE** 1160 Battery Street East, Suite 100

Online

Tel 800-800-8534

San Francisco, California 94111 Fax 415-778-6255 sbe@sbeinc.com • www.sbeinc.com www.sbenortheast.com

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