## How Can Mentoring Help You Achieve Business Success?

- Learn from business people who have been where you are.
- Help you to work ON your business, not just IN your business!
- Assist you to develop short term and long range objectives
- Build confidence and motivation
- Bring a fresh perspective and give objective feedback on your business direction and strategies.
- Increase your marketing, financial management and HR skills
- Connect with other participants in the mentoring network
- Identify and access training options

Mentors volunteer their time, energy & business experience to the program. They are selected for their abilities, interpersonal skills, experience and their desire to help others succeed.

SMALL BUSINESS MENTORING PROJECT
ENHANCING WORKPLACE SKILLS

For more information, call us:

**250-635-2311**

or visit our website:

**www.smallbusinessmentor.bc.ca**

Community Futures 16/37

Growing communities one idea at a time.

**Community Futures 16/37**
provides and supports a variety of community economic services including local strategic economic planning, business studies and economic data collection, technical and advisory services to businesses, self-employment assistance, and services targeted to youth and entrepreneurs with disabilities.

**Community Futures 16/37**
helps to strengthen rural economies by providing small-business loans and assisting entrepreneurs through counseling, training and the Small Business Mentoring Project. Support is provided through their business analysts, project coordinators, the resource library, video conferencing and their extensive network of partners and service providers.

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Canada

The government of Canada is a partner in this initiative

# Cultivating Entrepreneurial Success in Northwest British Columbia

SMALL BUSINESS MENTORING PROJECT
ENHANCING WORKPLACE SKILLS

## Background

Small and medium businesses across Canada face a range of skills-related challenges particularly as growing numbers of people are going the self-employment route and not necessarily with related business experience.

Improved business and management skills can mean the difference between business success or failure for entrepreneurs and small businesses in rural and northern communities. Often, owners spend countless hours in their business but don't allocate time and resources to accessing available outside supports.

## What is Mentoring?

Mentoring is a practical hands-on process whereby experienced individuals facilitate the development of their protégés by sharing their experiences, strengths, competencies, practical know-how and resources. Mentors act as a guide and a sounding board without telling protégés what to do or not do. They're honest about their own mistakes and aren't judgmental.

Mentors provide inspiration and encouragement and are genuinely interested in your success.

Mentoring also helps strengthen the business community as it fosters an environment in which people assist each other to become better skilled, more competent entrepreneurs.

***Together we are sharing... solving... succeeding.***

## How May We Help You?

- One-to-One and Group Mentoring
- On-line Discussion Forum and Regional Networking
- Electronic newsletters with articles of interest, training opportunities and local success stories
- Resource Website
- Assessment & Diagnostic Tools
- Print & Electronic Toolkits
- Feedback and support from program staff and participants

## Who Are We?

*Small Business Mentoring* provides free and confidential small business mentoring for entrepreneurs and up-to-date information on training and resources available to entrepreneurs.

*Small Business Mentoring* is dedicated to providing educational tools to entrepreneurs and the formation, growth, and success of small business in Northwest B.C.

Call us today for more information:

**Small Business Mentoring Project**
c/o Community Futures 16/37
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## Regional Partners

*Small Business Mentoring* partners with Community Futures 16/37 (Terrace/Kitimat), Nadina (Smithers/Houston) and the Pacific Northwest (Prince Rupert). Other partners and contributors include: Chambers of Commerce (Terrace, Kitimat, Smithers, and Prince Rupert), Northern Savings Credit Union, Northwest Community College and the Hecate Strait Employment Development Society.