

Start Up to Success: Entrepreneurs Share "What does it take to Succeed?"

BY LISA CREASON COLAVITO | SEP 18, 2017 |

"What does it take to Succeed?" That's the question we posed to Southern Maryland entrepreneurs that will be available for one-on-one meetings at our 2nd Annual EFEA Mentoring Monday Event, Oct 16, 8AM-Noon. Keep reading to enjoy a few of the highlights along with helpful resources you can use right now to realize your entrepreneurial dream.



Tommy Luginbill, Director of the College of Southern Maryland's Entrepreneur and Innovation Institute (EII).

There is no exact formula for success. It comes in all shapes and sizes because each of us has to come up with our own definition of personal success. Once you've figured that out, you need to pursue your goals with unwavering tenacity and optimism.

Do you have an idea for a business, but you're not sure where to start?

Visit our comprehensive statewide calendar (http://support.mdsbdc.umd.edu/lc/events_cal/index.php) to see what classes and events our 5 SBDC Maryland Regions have to offer. You can tailor your search by hitting the listing button and then Ctrl 'F' use the keyword of choice (Legal? Marketing/sales? Funding/ Finance? Start?), you can also choose your County or Region to see what's offered close to your home or office. Or see what our Resource Partners are offering: (http://marylandsbdc.org/southern/southern_region_local_resources_maryland_small_business_mdsbtac.php)



Tiffany Davis, P.A., MSM, President & CEO of Washington Accounting Services Inc.
Tiffany W. Davis, TEDCO RBII Program Mentor, BRBD Inc.

The business world is changing and that means that entrepreneurs need to adapt. But, we don't just want to react to the world as it is changing; we want to shape it which means being out in front of it and leading the pack. There are five competencies that an entrepreneur needs to develop if they want to adapt, thrive, and distinguish themselves in this new world:

- Critical Thinking-Listen to those who challenge your own and popularly held beliefs. Resist the pressure to view things in black and white. Learn to see the world in shades of gray, from different angles, and perspectives.
- Focus and Discipline-Learn how to shut out the noise without shutting yourself off from what really matters. It's not easy but if you are too distracted and undisciplined to focus on what's critical, you can't get things done!
- Being Human-Instead of hiding behind your social media avatar and personal brand, have courage to be yourself and build relationships in the real world. Trust your instincts - genuinely relate, make connections, and understand people.
- Getting Things Done-Everyone has ideas but an entrepreneur takes action and is driven to make things happen and get the job done. That's a competency that will be in greater demand as time goes on within your business.
- Competitive Spirit-The relentless drive to win, is a critical success factor that will only increase in value as the competition gap grows.

You can learn to adapt and develop these abilities through experience which in the long run will give you the competitive advantage in a changing world.

Want to learn from entrepreneurs who have overcome obstacles to realize their dreams?

Register to meet and talk privately with each of these entrepreneurs that are known to be subject matter experts and have generously donated their time and knowledge to work with SBDC Clients and other entrepreneurs at this event and in the SBDC Classroom. www.csmd.edu/mentoringmonday



Kiaya Hider, Founder & Chief Strategist, KLH Consulting, LLC

It takes vision, passion, purpose, and knowledge to create a sustainable business. These are things that can only come from the individual. Every day I work with clients and no matter what type of business they are in, I always ask them why they started it or want to start the business, and what skills do they bring to the table to actually execute the vision. Everything else you can get help to create. I can tell a business that is just out for money. They will burn out because they are not motivated from within, they are motivated by chasing money. It goes back to serving and solving. As long as you know what need you can meet, you enjoy doing it, and you are skilled in doing it: That = success and longevity.

Need some support to start or grow your business in Southern Maryland?

Head to our **Just Beginning** Page <http://bit.ly/SmartStartAssess> to take the **Smart Start Assessment** and get a customized action plan; or the **In Business** Now Page <http://bit.ly/GrowSmartwSBDC>. For a more personalized touch, call our Program Assistant at [301-934-7583](tel:301-934-7583). Someone is always ready to give you the help you need, when you need it.



Mike Benton | Master Referral Trainer | Inspirational Speaker | Professional Realtor | Go-Givers International Academy for Excellence |

Shifting one's focus from getting to giving; in this case meaning constantly and consistently adding value to people's lives, is not only a nice way to live life, but a very financially profitable way, as well. Such is the premise of a little story entitled The Go-Giver. Applying the five laws of stratospheric success will not only grow your business, but will also positively affected all areas of your life. Success is not about luck it's about living on purpose and once you apply the Five Laws your business will flourish.

Want to learn more about building a strong, sustainable business?

Visit our Virtual Classroom http://www.va-interactive.com/sbdc/ot/modules.php?state_name=MD for free online learning, including **Conducting a Marketing Analysis; Creating a Competitive Advantage; Running a Profitable Company; Assessing Your Company's Financial Needs; Pricing Products and Services** and several others en Español too!



Wynne Briscoe, Business Consultant, Small Business Development Center | co-founder of Forever Eden Organics

There are lots of factors in what it takes to succeed: Faith, determination, preparation, mentorship, MONEY, passion for what you love to do, a good support system at home, good staff/personnel, knowing and meeting your customers needs, having great customer service, being flexible with the trends/changes with the times, being open to learn and grow, etc...

SBDC So MD offers classroom learning at College of Southern Maryland campuses.

<http://marylandsbdc.org/southern/training.php> to see the full list and to register for classes like **Building Your Brand; Strategic Business Management; Records Management for the Small Business; QuickBooks; Legal and Records Management Issues**.



Ellen Flowers-Fields, Regional Director, Small Business Development Center

Confidence in who you are. Ability to admit that you don't know and to seek advice. Ability to change, embrace new ideas and chart new courses. Audacity to try again and again.

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