

# Reduce your Risks with a SMARTER Business Start!



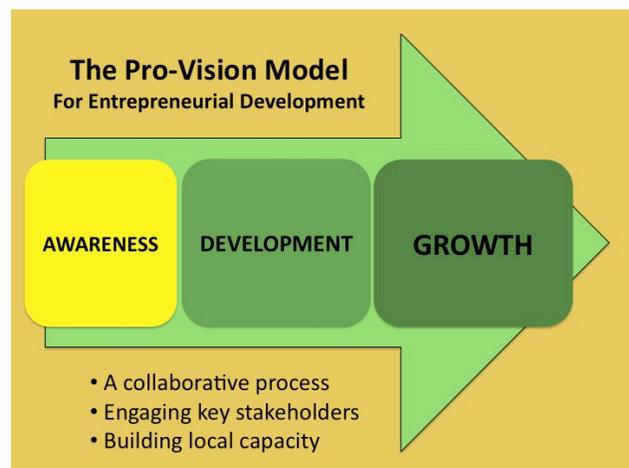
Entrepreneurs are frequently referred to as being ‘risk takers’. While some may view the title as a ‘badge of honour’, risk is certainly a reality in business. Having said that, I don’t know of many who would intentionally take on unnecessary risks. Yet that’s exactly what many do, when they start or expand without appropriate planning.

In a way, the entrepreneur’s path is one that balances ‘pressing forward’ towards opportunity, while managing the many things in motion around them! And while there are times when one needs to ‘challenge’ the risks, entrepreneurs also know that if they want to turn their wishes into reality, they need to make plans, and then put those plans into action. As someone has most aptly said, we need to, **“Plan our work and work our plan!”**

Having assisted those pursuing their entrepreneurial dreams for the better part of the last three decades, I’ve seen a variety of mechanisms used in an effort to develop nascent entrepreneurial potential. And while there may be gaps in the services available, particularly in smaller communities, all too frequently these efforts fail to bring the key stakeholders together as part of a coordinated process.

In order to improve upon this, we developed a collaborative process of working with early-stage entrepreneurs, economic development officers, and other key stakeholders in local communities with what we’ve called: **The Pro-Vision Model**. It’s an approach that brings together the expertise and skills available in the community and builds on those strengths with additional resources and capacity building processes. The result is a “win-win” outcome for all of those involved, with residual benefits through business growth and development for the local community.

**Stage 1 - AWARENESS STAGE** - The first stage of the model provides local stakeholders with a quick-to-implement process that brings together the energy and resources of key players within the local community and region. We’ve successfully achieved this through facilitating our **“Business Start-Up Seminar Series”**. Typically offered one evening per week, the series of four sessions provides a comprehensive and coordinated introduction for early-stage entrepreneurs, specifically tailored for that locale. Variations allow us even more flexibility to better meet the needs and constraints of the communities we assist.



**Stage 2 – DEVELOPMENT STAGE** – The second stage of the model is targeted to entrepreneurs still at the pre-start-up stage, although we’ve also found that recent start-ups can benefit from the process. This stage builds on the momentum generated earlier and facilitates individual business plan development. Progressing at their own pace, participants find our **“Facilitated Business Plan Development”** offers them several helpful options. Each of these options continues to guide entrepreneurs and introduces them to additional skills and expertise available from their local community.

**Stage 3 – GROWTH STAGE** – This stage of the model provides post-start-up participants with access to the **“Pro-Vision Mentorship Program”**. Best practices from several excellent mentorship programs have been brought together to further enrich the development of early-stage and fast-growing entrepreneurs. Mentors and Mentees drawn from the local community are introduced, trained, matched and guided through the entire mentorship process. Both parties grow and develop as mentoring relationships evolve, providing participants and the community with lasting benefits.

All three stages of **“The Pro-Vision Model”** integrate and support the efforts of the stakeholders to benefit the local community. The model can also be deconstructed, with each stage offered independent of the others. Because it’s designed to complement and not to compete with existing offerings, the various stages in the model can be used in combination with the programs and services currently available in the community. Each stage builds the capacity of the community and allows them to further develop their ability to grow new business ventures, create new jobs and stimulate new investment within their region.

Starting and growing a business can expose entrepreneurs to a number of potential risks. It makes good sense to look at innovative ways to reduce that risk and improve their chances for success. That’s just a SMARTER way for business to start and grow!

Please let us know if you’d like to discuss how any of the above could add value for you and your community. We’re currently working with entrepreneurs, communities and with key stakeholders in these areas and welcome the opportunity to speak with you.

### Contact or Follow: Jim Ewing, Pro-Vision Solutions Inc.



*"... for a SMARTER Business Start!"*

[www.pvs4u.ca](http://www.pvs4u.ca)

Our website provides access to a variety of **FREE** information through our BLOGS on “Business Success” and “Mentorship”, our YouTube Channel, and other social media.

Feel free to explore and pass these along to others where you feel they may be helpful.