

ActionCOACH[®]
BUSINESS COACHING

BLP BUSINESS
LENDING
PARTNERS
A Division of RCEDC, A Wisconsin Corp.

R GREATER
RACINE
COUNTY

BUSINESS GROWTH SOLUTIONS



ActionCOACH
business coaching

Leadership Attracts Talent



Copyright 1993 – 2008 ActionCOACH Ltd

actioncoach.com

ActionCOACH
business coaching

Talent

You get exactly:

What you deserve

What you tolerate



Talent Attracts & Retains Talent

**Talented Leadership is
Passionate
Responsible**



Passionate Leadership

Has Crystal Clear Vision

Can Answer the “Why?”

Inspires Rather than Motivates



Responsible Leadership

Identifies Obstacles

**Develops Responses to
those Obstacles**

**Builds the Machines to
Overcome those Obstacles**

**Creates an Environment for
Excellence**

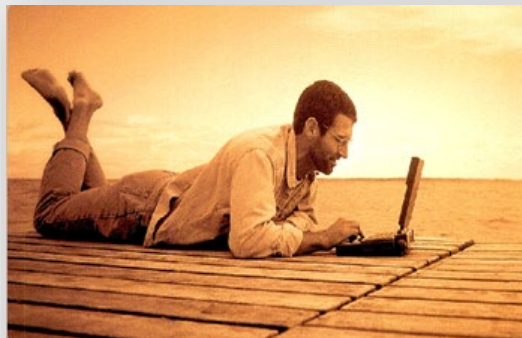


So, let's think about your business...



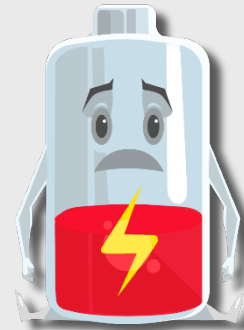
Is your
business
driving you...

...or are you
driving your
business?



Point of Power...

Ownership
Accountable
Responsible



Blame
Excuses
Denial



FUN!!

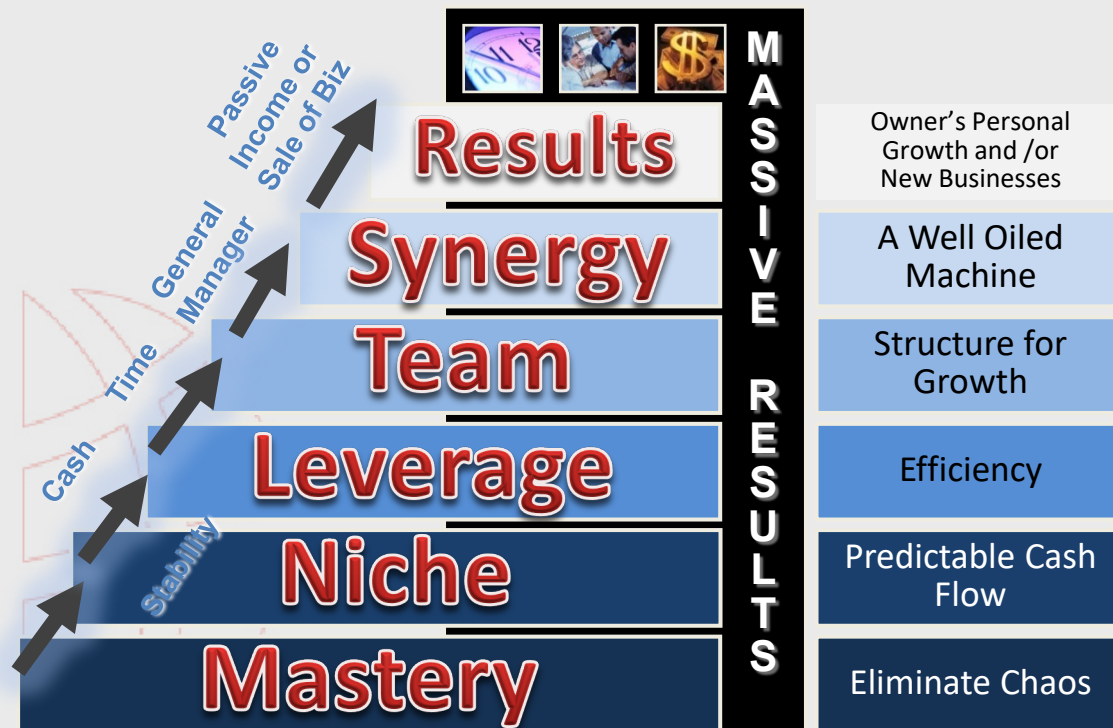


Copyright 1993 – 2008 ActionCOACH Ltd

actioncoach.com

ActionCOACH
business coaching

6 Steps to Massive Results



TEST & MEASURE



Copyright 1993 – 2008 ActionCOACH Ltd

actioncoach.com

ActionCOACH
business coaching

Let's put in some numbers...

Number of Leads	4,000
x	x
Conversion Rate	25%
=	=
Customers	<u>1,000</u>
x	x
# of Transactions	2
x	x
Avg. \$\$\$ Sale	\$100
=	=
Revenue	<u>\$200,000</u>
x	x
Profit Margins	25%
=	=
Profit	<u>\$50,000</u>



With just a 10% increase...

Number of Leads	4,000	4,400
x	x	x
Conversion Rate	25%	27.5%
=	=	=
Customers	<u>1,000</u>	<u>1,210</u>
x	x	x
# of Transactions	2	2.2
x	x	x
Avg. \$\$\$ Sale	\$100	\$110
=	=	=
Revenue	<u>\$200,000</u>	<u>\$292,820</u>
x	x	x
Profit Margins	25%	27.5%
=	=	=
Profit	<u>\$50,000</u>	<u>\$80,525.50</u>



Leverage is all about...

Saving
Your
Self
Time
Energy &
Money



The 9 Steps to Systematizing a Business...

1. Vision Statement
2. Mission Statement
3. Culture Statement
4. SMART Goals
5. Organization Chart
6. Positional Contracts
7. KPI's
8. How To Systems
9. Management Systems



Now it's time to...

Get into
ACTION...



Copyright 1993 – 2008 ActionCOACH Ltd

actioncoach.com

ActionCOACH
business coaching

How to Take ACTION

- **Two-Hour Complimentary Coaching Session**
 - Business Card with “Session”
- **Workshop Dates**
 - Friday Oct 18th 11am-1pm
 - Friday Oct 25th 11am-1pm
 - Business Card with “Workshop”





GREATER
RACINE
COUNTY

where your future takes root



Math Problem



Demographic Shifts have created a battle for talent nationwide.



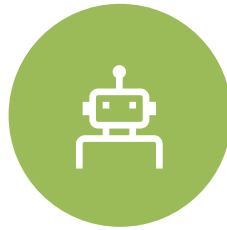
Aging workers are retiring and there is not enough talent entering the workforce to offset the exits.



Generational Definitions



SECURITY
BABY BOOMERS
55+



SIGNIFICANCE
GEN X 38-54



FREEDOM
MILLENNIALS 21-
38



PURPOSE
GEN Z UNDER 21

Culture Vs Compensation

ACCESS TO
INFORMATION

JOB SEEKERS
DO THEIR
HOMEWORK

HOW DO YOU
PROJECT
YOUR
CULTURE?

IT'S NOT
ALWAYS
ABOUT PAY



Job Seekers in a Digital Era

- 89% of job seekers use their mobile device to search for a job
- 55% of job seekers abandon applications after reading negative reviews online

Linkedin 2018



Think Differently

- Tell your story
- Tailor stories to audience (boomers, gen x, millennials, gen z)
- Engage your employees to tell their stories
- Your employees are your best PR Team

It's not self serving it's good business



Community Outreach

- Creates sense of purpose and connection
- Speaks to multiple generations particularly Millennial's and Gen Z
- Leverages brand awareness
- Can be a component of talent recruitment

You never know who you will meet or create a touch point with




Community Outreach

- Get started, continue, allow paid time off for employees to volunteer.
- Not sure where to start contact United Way, organized days dedicated to community outreach, ask employees what they are involved in or passionate about.
- Include employees in planning



TALENT RECRUITMENT


 **GREATER RACINE COUNTY**


Search...


Quality Of Life Live Here Work Here Do Business Here Connect Sign in or Register


Greater Racine County

where your future takes root

 Quality of Life

 Communities

 Education

 Jobs

www.GreaterRacineCounty.com



TALENT RECRUITMENT

GREATER RACINE COUNTY

- Tell the Story of Racine County Communities and Employers
- Attract Talent to Racine County
- Support Racine County Companies with Recruiting Talent



City Life



Suburban Living



Rural Retreats



On the Water



TALENT SUMMIT 2019

- 130 Attendees
- Featured Experts on Talent Retention, Recruitment and Development

“Excellent combination of data and tactical information combined with cultural and philosophical exploration.”

—Summit Participant





DIGITAL CAMPAIGN

Messaging: Greater Racine County



MORE:
BEDTIME STORIES
FROM YOUR
SECOND STORY

LEARN MORE

THINK-MAKE-HAPPY
RACINE COUNTY



MORE:
CHANCES TO WORK
IN A CLEAN ROOM AND
PLAY IN A MESSY ONE

LEARN MORE

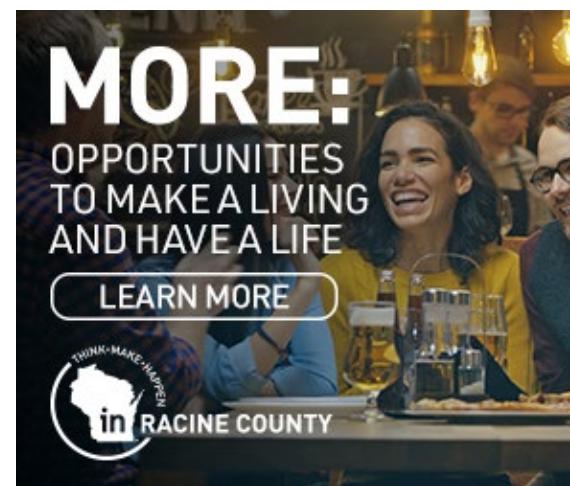
THINK-MAKE-HAPPY
RACINE COUNTY



MORE:
ROOM FOR YOUR
SAND CREATIONS

LEARN MORE

THINK-MAKE-HAPPY
RACINE COUNTY



MORE:
OPPORTUNITIES
TO MAKE A LIVING
AND HAVE A LIFE

LEARN MORE

THINK-MAKE-HAPPY
RACINE COUNTY



PROGRAMS & SERVICES:

- **No Cost Job Board**
- **Community Tours**
- **Welcome Dinners**
- **Accompanying Spouse**
- **Experts Meet & Greet**
- **Community Guide**

COMMUNITY INFORMATION:

- **Housing**
- **Healthcare**
- **Education**
- **Entertainment**
- **Networking**
- **Other**



GREATER RACINE COUNTY PARTNERS

Racine County
W I S C O N S I N

realracine

JOB  CENTER
of WISCONSIN

A proud partner of the AmericanJobCenter network



Racine
Community
Foundation

ENHANCING THE QUALITY OF LIFE



GET INVOLVED

- Visit www.GREATERRACINECOUNTY.COM
- Share Social Media Messages
- Join the Ambassador Group
- Events:
 - Leadership Breakfast: November 1
 - www.rcedc.org



BLP

Available Financial Resources

- BLP - Business Lending Partners:
Finance Division of RCEDC
- Administrator of various loan funds and
Grant programs in Racine County
- Certified SBA 504 Lender since 1985
– Offered throughout Wisconsin
- Offices in Racine County and Green Bay




Our Team



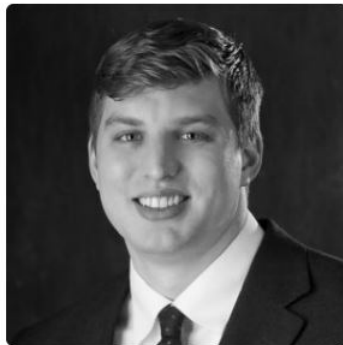
Carolyn Engel
Business Finance Manager

in

 Racine Office

 262.898.7420


 carolyn@blp504.org



Thomas Van Gent
Loan Officer

in

 Racine Office

 262.898.7434


 thomas@blp504.org



Karmin Garstecki
Loan Officer

in

 Racine Office

 262.898.7436

 karmin@blp504.org



Patricia Grimm
Portfolio Manager

in

 Green Bay Office

 920.737.0077

 patricia@blp504.org

Our Team



Natalie Jaskie

Loan Closer



 Racine Office

 262.898.7520

 natalie@blp504.org





Andrea Safedis

Portfolio Servicing Specialist



 Racine Office

 262.898.7422

 andrea@blp504.org





Jeremy Williamson

Digital Marketing & Events



 Racine Office

 262.898.7432

 jwilliamson@rcedc.org

Highlighted Programs

- Racine County Matching Grant Program
- City of Burlington Matching Grant
- RLF's in Racine County
- Community Partners

Matching Grant Program

- Grants up to \$5,000, up to 50% of funding need
- **Eligible Businesses:**
 - Manufacturing
 - Ethnic Minority owned
 - Woman owned
 - Veteran owned
 - Less than 200 employees with sales less than \$25MM
 - Working with Partner Organization or Independent Consultant
- **Eligible Use of Funds**
 - Consulting Costs
 - Training Costs
 - Marketing Costs
 - Leadership Training



Designed to recruit new companies to the area and support expanding companies and non-profit organizations

- **Grants up to \$15,000, up to 50% of funding need**
- **Eligible Businesses:**
 - Located in the City of Burlington
 - Small to Medium Sized
 - New or Established
- **Eligible Use of Funds**
 - Expansion Costs
 - Construct or Improve a facility
 - Establish a new operation



Revolving Loan Funds

- These programs partner with the financial institution of the business's choice
- Low Interest, Long Term
- Eligible Use of Funds:
 - Primarily building and equipment needs
 - Other uses may be considered
 - Eligible businesses are those anticipating hiring employees over the next two years



REDUCED CASH EQUITY
REQUIREMENT



REDUCED INTEREST
RATES



FLEXIBLE LOAN TERMS

Community Partners

- Small Business Development Center
- SCORE
- Wisconsin Women's Business Initiative Corp
- Gateway Technical College
- Racine Area Manufacturers and Commerce



BLP Contact Info



Karmin Garsetcki
Loan Officer

Business Lending Partners
262-898-7436
Karmin@blp504.org

www.blp504.org

What Next...

Questions
Survey
Resources
Consultation