

Bringing People Together for Business  
**COMMUNITY  
BUSINESS STRATEGIES, Inc.**

**excellence \* collaboration \* global vision \* technology**

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## COMMUNITY BASED BUSINESS DEVELOPMENT

### The Need

“...effective entrepreneurship and small business development policy focuses on connecting the dots or silos of the support infrastructure in a way that makes it easier for entrepreneurs and small business owners to find their way to the right service, at the right time. This systems approach identifies gaps that can be filled more effectively and without duplication of effort.

The system also grows pipelines of entrepreneurs and business owners at one end, and supportive entrepreneurial communities in which these enterprises can grow at the other.” *Transforming Community Economies: Delta Regional Authority Small Business Entrepreneurship Policy Framework, 2012, page 5.*

### A Four-Point Solution

While many business development resources are available, we fall short of fully optimizing system capacity due to lack of a strategic, collaborative approach that can be implemented by the various development organizations. As stated by the International Economic Development Council, ***“Economic developers can't afford to use the same strategies they've always used and expect different results,”*** and recommends ***“developing a culture that embraces entrepreneurship and creates a thriving place to do business.”***

Community based business development and Community Business Strategies, Inc. promotes local, regional, and state-wide collaboration, innovation, capacity building, and business culture for local communities. It focuses on four comprehensive strategies to strengthen entrepreneurship and business development systems, not simply provide direct services to business owners.

1. Local Business Development Councils and Roundtables
2. Enhanced Entrepreneur and Business Education- (SCORE and others)
3. Community organization and church based business networks
4. Young adult entrepreneurship and business development programs in schools, after-school programs, churches, and community organizations

### ***YOUR SUPPORT IS APPRECIATED! - FOR INFORMATION PLEASE CONTACT:***

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**About I-CARE and Community Business Strategies, Inc.**

[I-CARE] Institute for Citizenship Awareness and Responsible Engagement is a community service program of Community Business Strategies, Inc.

Community Business Strategies, Inc. (CBSI) is organized exclusively for charitable, scientific, and educational purposes specifically to research, develop, and operate programs to enhance collaboration, capacity building, and culture for business, economic, community, and personal development. CBSI also provides business education, training, and technical assistance services to current and future business owners, and low-income or disadvantaged communities.