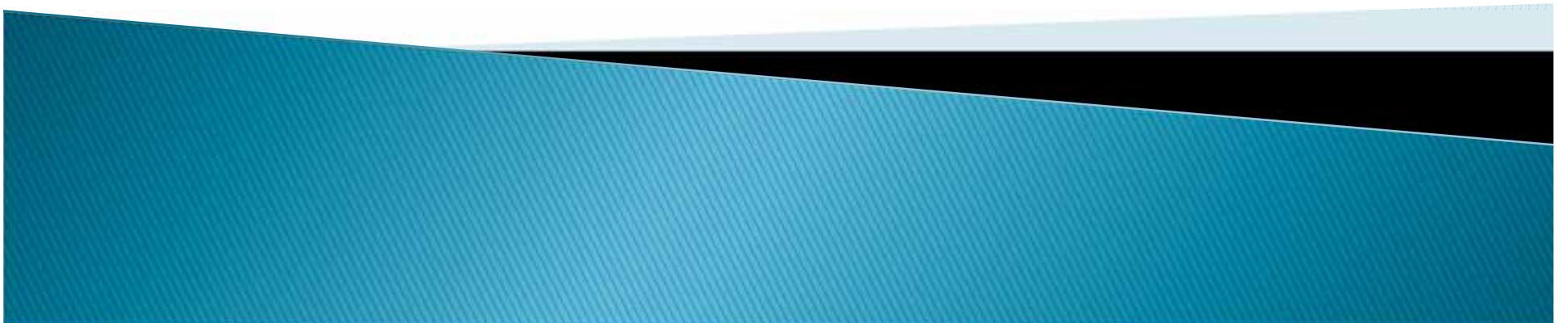


# Enterprise Facilitation<sup>©</sup>



# Eastern Ontario Enterprise Facilitation<sup>©</sup>

Based on the Sirolli Institute Method



# How does Enterprise Facilitation Work?

- ▶ Enterprise Facilitation works at the community level with people who have business ideas and/or existing business, and helps them focus on their passion for doing something.
- ▶ Supported by a community resource group



# The difference between existing models and Enterprise Facilitation?

- ▶ Approachable, Available, Accessibility
- ▶ Community Support, Barn Raising for Business
- ▶ Sustainability of business
- ▶ Trinity of Management



# Businesses are sustainable with these 3 things

- ▶ Trinity of Management

▶ **P M FM**

- ▶ Strong Product
- ▶ Strong Marketing
- ▶ Strong Financial Management



# Role of Enterprise Facilitator

- ▶ Provides a FREE, confidential service to individuals with ideas.
- ▶ Competent, experienced in business, approachable, supportive, great networker.
- ▶ Facilitates, does not advise



# How does EF apply to Existing Businesses?

- ▶ Total Quality Index ~ TQI
- ▶ Looks at the overall quality of the business measuring the TOM trinity of management.
- ▶ Measures with the client where the strengths of the business are.



# Resource Board

- ▶ Community support
- ▶ Approx 50 people who represent the community, sociographically, geographically, demographically, and financially.
- ▶ Having the right people in the right seats.





# The Resource Board Roles

- ▶ 1. Introduction of potential clients.
- ▶ 2. “Spread the word” about the project.
- ▶ Each member must commit to introducing the Facilitator to 10 people in their networks within the first couple of months.
- ▶ 3. Use their connections to help the clients.



# Goals / Objectives

- ▶ Short Term

- ▶ 100 New businesses started across 3 sites
- ▶ 200 New Jobs
- ▶ \$1M in investment

- ▶ Long Term

- ▶ Development of a methodical system of small business support that can be adopted as a province-wide standard.



# What is Happening in Hastings County?

- ▶ Enterprise Facilitator – Darcelle Runciman
- ▶ Program began Dec 09, 2009
- ▶ 563 Introductions
- ▶ \$303,100 invested capital from the businesses since the program began
- ▶ 92 Businesses in the Program
- ▶ 44 Jobs Created & Retained
- ▶ 53% New Business
- ▶ 47% Existing Business
- ▶ 534 Direct assistance has been given to clients



# Where are we now?

- ▶ We have created relationships with each of the 14 municipalities.
- ▶ Assisted in creating jobs and businesses locally.
- ▶ Developed solid relationships with Mohawks Bay of Quinte, Indian and Northern Affairs, Aboriginal Business Development Program, and Kajita Mikam.
- ▶ Assisted Business to move location and re-launch business which led to additional business.



- ▶ Assisted clients in developing relationships with funders; OMAFRA, CFDC, TRENVAL, ABDP, and Investors.
- ▶ The program has lead to many testimonials from clients and positive feedback on how it has helped their business.
- ▶ The program works with those who have passion for what they do. Enterprise Facilitation is a valuable asset to Hastings County.



# Granicrete 1 Year Anniversary & Meeting with Band, Chief & INAC



# Mindful Journey Launch ~ Client, Reeve, Councillors, EF Board Chair, & Resource



# Where do we go from here?

- ▶ The benefits of Enterprise Facilitation are very high both tangible and intangible aspects.
- ▶ Clients can move their business forward with direct assistance, obstacles are moved out of the way.
- ▶ Sustainable business is the result for those that are active within Enterprise Facilitation.





- ▶ Helping People help themselves;
- ▶ Enterprise Facilitator ~ Hastings County
  - ▶ Darcelle Runciman
  - ▶ 613-391-0350
  - ▶ [Runcimand@hastingscounty.com](mailto:Runcimand@hastingscounty.com)
  - ▶ [www.investinhastings.ca](http://www.investinhastings.ca)

