

MWBEvolution in Durham Info Session:

Welcome

Tammie Hall, Assistant County Manager – Community Prosperity
Durham County Government

MWBEvolution in Durham Deep Dive

I. Intro to Interise Program, Curriculum and Evaluation

Bernard Johnson, Sr. Director of Programs
Interise

II. Intro to the MWBEvolution Team

Coach Michael Washington, Founder & Managing Partner, Washington Consulting Group LLC
MWBEvolution Instructor

Shelton Russell, Owner, Evolution Supportive Services LLC
MWBEvolution Program Manager

Nadia Phillips, MWBE Coordinator
Durham County Government

Application Process & Next Steps

Nadia Phillips, MWBE Coordinator
Durham County Government



DURHAM
COUNTY

MWBEvolution in Durham

powered by **INTERiSE**

MCE

Mill City Engi

A woman with a shaved head is sitting in a black, tufted leather chair at a white desk. She is wearing a dark blue, short-sleeved top and looking towards the right. In front of her is a white Apple iMac computer and a white keyboard. The background is dark and textured.

INTERiSE

***an* INCLUSIVE ECONOMY
STARTS HERE**



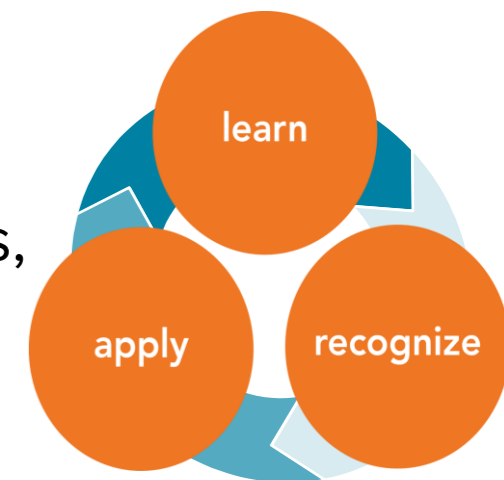
WE'RE ON A MISSION

to build an inclusive economy through the growth of established small businesses that are located in low- and moderate-income communities or minority-owned.



CAPACITY BUILDING LEARNING PROCESS

- Building capacity for growth is a **longitudinal and iterative** process
- Culminates in the **integration** of strategy, new organizational procedures, and new management behaviors



The co-evolution of the business (strategy, processes, people) and the owner (leadership) is the secret to successful capacity building.

RECOGNITION



SBA Emerging Leaders

- partner since 2008
- grown from 10 to 60 cohorts

Classy Awards

- 2014 Classy Awards
- “top 5 in economic development”

Drucker Award

- Interise was selected as a one of ten finalists for its StreetWise ‘MBA’™ program, proven impact, and partnership model.



BY THE NUMBERS

- 80+ cities nationwide
- 9,000+ alumni, since 2004
- Interise businesses create jobs at 10x the rate of the private sector

Unlocking Growth
Introducing: The StreetwiseMBA



“Thanks to this class, the future of my business is brighter. This class, along with my colleagues, have taught me that there is no vision too big to attain if I have a well-thought-out plan with goals and a continuous effort to network with others in my community to learn new information.”

- Monique Crutchfield, Owner, Piedmont Counseling & Development Services

StreetWise 'MBA'

Interise's flagship program, the **StreetWise 'MBA'** is a hands-on executive education program for established small business owners. With 80+ programs across the country, business owners gain the business knowledge, management know-how, and the networks needed to thrive.



i. INTERiSE

StreetWise 'MBA'TM

Hands-On
Curriculum

3-Year
Strategic
Growth Plan

Peer-to-Peer
Learning

CEO
Mentoring
Groups

Live
Cases

“1 of 25 must-see entrepreneurship education programs in the world for established small businesses”



StreetWise 'MBA'™

CURRICULUM MODULES



business strategy
and leadership



financial
management



sales
and marketing



Resources: talent,
finances & contracting

PROGRAM COMPONENTS



guest
experts



CEO
mentoring groups



live case
studies



practical
session prep

PROGRAM OUTPUT



Strategic Growth
Action Plan™

"This was one of the best educational experiences I have ever had. I have an MBA from LaSalle University, completed executive education programs at Dartmouth College, Tuck School of Business (two of them) Northwestern University, Kellogg School of Management and University of Virginia, Darden School of Business. This allowed me to work ON my business as opposed to IN my business"



Larry Fairley
President/CEO
Marketing Resource
Solutions, LLC

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CURRICULUM OVERVIEW

I BUSINESS & STRATEGIC ASSESSMENT: SETTING THE STAGE FOR GROWTH

Three Sessions / Two CEO Mentoring Groups / Two Live Cases

Participants identify and set strategic goals needed to grow their business over the next three years. They also assess their own leadership styles and form CEO Mentoring Groups with whom they will collaborate throughout the program—and beyond.

II FINANCES: BALANCING CASH FLOW & BOTTOM LINE

Three Sessions / One CEO Mentoring Group / Two Live Cases / Guest Experts

With the help of accountants and financial advisors, participants will learn about key financial statements and how financial statements relate to one another. Participants will create “financial dashboards” with key ratios that will allow for effective monitoring and comparison to other industry peers. This module will also prepare participants to communicate current and future financial aspirations both internally and externally, and prepare participants to gauge the financial health of their businesses and make effective decisions.

III MARKETING & SALES: BUILDING PROFITABLE SALES

Three Sessions | One CEO Mentoring Group

Once participants have a clear understanding of their financials, they begin to identify which products and customers promise to be the most profitable and which markets have the greatest potential for growth. Module III helps participants better understand their competition, the needs and desires of their customers, and how to effectively reach customers and improve sales.

IV RESOURCES: GETTING WHAT YOU NEED TO GROW

Three Sessions / One CEO Mentoring Group / Four Live Cases / Guest Experts

In this module, participants will identify the resources – human and financial – needed in order to achieve their growth plans. Participants will learn how to identify and secure key talent, as well as how to secure private and public capital.

V PUTTING IT ALL TOGETHER

One Session / Two CEO Mentoring Groups / Final Presentations

In the last session, participants deliver final presentations of their growth plans to a panel of business experts and their peers.

TOTAL HOURS

In-Class	40 hours
Ceo Mentoring Groups	12 hours
Overall Program	92 – 100+ hours

1.5-hour CEO Mentoring Groups meet throughout the program to supplement the learning of these 13 sessions. These groups are self-directed and become a trusted advisory board over time.



Fundamentals You Will Learn

- Having increased confidence in overall leadership
- Regular use of financial data and analysis – creating a dashboard
- Confidence in retaining existing customers
- Knowing how to make an effective case for additional funding
- Using well thought out procedures to address human resource needs
- Value of government contracts & confidence in applying for government support
- Sales strategy & marketing

Life Changing Program, Proven Results

This program changed my life. I would not be where I am today without the material in the course and the brilliance of my instructor. He essentially "flunked" my first growth plan and challenged me to keep working... and now we're launching a second manufacturing location. I am forever grateful for what this program opened up for me!"

M. Austin, 2017 SBA
Minneapolis alum



REVENUE INCREASE

by INTERiSE small businesses

75% increased revenue
by an average of 37%

96% recommend the program
annual satisfaction rate

10x the private sector
annual job creation rate

CAPITAL & CONTRACTS

by INTERiSE small businesses

\$85 million, total value
with New Financing

\$12.5 billion, total value
of contracts with Eds, Meds, Gov and Corporate

Source: 2022 impact data for InteriSE program graduates completing the annual assessment.



MWBEvolution IN DURHAM FACILITATION TEAM:



Shelton A. Russell – Program Manager

Shelton A. Russell owns Evolution Supportive Services LLC, a consulting firm providing business development and training services for diverse companies, and diverse business program administration services to private and government clients. Russell is also the publisher of American DBE Magazine, a trade periodical for historically underrepresented businesses and stakeholders in the infrastructure, transportation, and construction industries. Russell received a Bachelor of Science degree from Ohio University. He later earned a Master of Business Administration degree from the Indiana University Kelley School of Business with a concentration in finance.



Coach Michael Washington - Instructor

Michael Washington is a coach, mentor, entrepreneur, educator, and motivational speaker. He is a native of Richmond, Va. Coach Michael earned bachelor's and master's degrees in electrical engineering from North Carolina A & T State University and an MBA from Duke University's Fuqua School of Business. He is the founder and managing partner of Washington Consulting Group, LLC where he helps business owners and business professionals in improving all aspects of their business or career through education, guidance, support, and encouragement.

BASIC ELIGIBILITY REQUIREMENTS



- Minority business owner or CEO operating in Durham County
- \$100,000 - \$5,000,000 in annual revenues.
- At least one other employee besides the owner(s).
- Been in business for at least 2 years.
- Willingness and ability to attend a 6-month course, complete mandatory assignments, and complete program surveys as requested.

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KEY UPCOMING DATES

- Applications open now through **Monday, October 2**
- Interviewing sessions for potential applicants:
 - **Week of September 27th – October 7th**
- First class session: **Wednesday, October 11**

[Program Page:](#)
[MWBEvolution in Durham](#)

[Contact:](#)
Nadia Phillips & Shelton Russell
MWBEvolution-PM@dconc.gov

Taking the Next Step!

[MWBEvolution Program Application - Click Here](#)

Complete
Program
Application

Interviews
Begin
September
27, 2023

Selection
October 3-
10, 2023

Sessions begin
October 11,
2023

Questions