

## IGNITING THE LOCAL INCLUSIVE ECONOMIC STRATEGY

### Welcome

Dr Kimberly Sowell, County Manager  
Durham County Government

### Announcement of MWBEvolution in Durham

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

## Implementing Strategy for an Inclusive Economy in Durham County

### *I. Intro to Interise Program, Curriculum and Evaluation*

Bernard Johnson, Sr. Director of Programs  
Interise

### *II. Activating the Local Actor Map: Roles and Responsibilities of Stakeholders*

Bernard Johnson, Sr. Director of Programs  
Interise

### Wrap up & Next Steps

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

**DCO** DURHAM  
COUNTY

**MWBEvolution in Durham**

powered by **INTERiSE**

**MCE**

Mill City Engi







**INTERiSE**

***an* INCLUSIVE ECONOMY  
STARTS HERE**





## **WE'RE ON A MISSION**

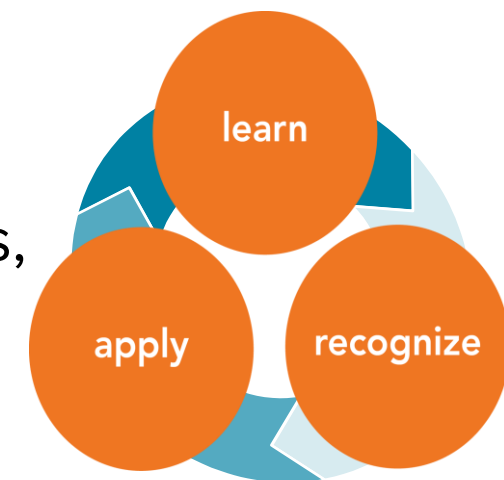
to build an inclusive economy through the growth of established small businesses that are located in low- and moderate-income communities or minority-owned.





## 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



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## 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.







# INTERiSE

## StreetWise 'MBA'<sup>TM</sup>

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”



**THE WORLD BANK**  
IBRD • IDA | WORLD BANK GROUP



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



# MWBEvolution in Durham

powered by **INTERiSE**

## 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**

<b>In-Class</b>	40 hours
<b>Ceo Mentoring Groups</b>	12 hours
<b>Overall Program</b>	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 A Business Owner 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



## 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.*





## LOCAL IMPACT IN DURHAM COUNTY & REGION

<b>StreetWise ‘MBA’™ Outputs</b>	business knowledge & management know-how	expanded networks	3-year Strategic Growth Action Plan™
<b>Anchor Institution and Local Corporation Outcomes</b>	businesses with the capacity to succeed as contractors – they can do it	increasing their network of minority suppliers	Increased confidence in contracting with local MWBEs
<b>Business Outcomes</b>	new contracts & financing secured	access to new markets	new revenue growth and new hires
<b>Local Community Impact</b>	quality local jobs created	thriving small businesses	strengthened economic resilience and increased local wealth





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## 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





# DURHAM COUNTY ECONOMIC DEVELOPMENT ACTOR MAP

DURHAM COUNTY, NC





# CONTEXT

- Senators: Thom Tillis (R), Richard Budd (R)
- 6 council members
- Population: 324,833 (2022)
  - 41.0% Caucasian
  - 33.6% African American
  - 15.4% Hispanic/Latino
  - 5.1% Asian
- Median HHI: \$61,692
- 13.5% Poverty



## Certifiers

NC DOT DBE Program  
City of Durham EBOP & SLBE Program  
Carolinas-Virginia MSDC  
NC Department of Administration HUB Program  
Greater Women's Business Council

## Government

Local Regulators  
State Regulators  
Federal Regulators

## Suppliers

Prime Contractors  
Subcontractors

## Small Businesses

Karlin Real Estate  
McDonaldYork  
LoanWell  
Da Kine's Kava  
Bull City Burger  
Kompleks Creative  
Gonzalez Painters & Contractors

# MWBEvolution Program

## Capacity Builders

Durham County Government  
City of Durham  
SCORE SBA Chapel Hill Durham  
SBDC  
The North Carolina Institute of Minority Economic Development  
Greater Durham Chamber of Commerce  
The Greater Durham Black Chamber of Commerce  
My Local CFO  
Infinity Bridges Inc  
Provident 1898

## Anchor Institutions

AISIN North Carolina Corporation  
IBM  
GlaxoSmith Kline  
Google  
North Carolina Central University  
Duke University  
Durham Technical Community College  
Durham Public Schools  
Museum of Durham History  
Duke University Health System  
Blue Cross & Blue Shield of NC  
Capital Broadcasting Company Inc.

## Other

Payment Systems  
Insurance Providers  
Credit Card Companies

## Capital Providers

Wells Fargo  
PNC Bank  
Truist  
Carolina Small Business Development Fund  
M&F Bank  
Pinnacle Financial Partners  
SC Community Loan Fund  
Business Development Center  
Carolina Community Impact

- Share this opportunity with 5 - 10 businesses that could benefit from this program
- Become a guest expert and/or share the information of someone who would be a great guest expert
- Provide resources to support the program

**“We are stronger together than we are alone.”**





## BASIC ELIGIBILITY REQUIREMENTS

- Minority business owner or CEO operating in Durham County
- \$100,000 - \$5,000,000 in annual revenues.
- At least one 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.

## INFORMATION SESSION

Durham County will hold an informational session about this training program.

- Wednesday, September 20, 2 to 3 p.m.
- [Register Here](#)

# MWBEvolution in Durham powered by Interise

## KEY UPCOMING DATES

- Applications open now through **Monday, October 2**
- Informational sessions for potential applicants:
  - **Wednesday, September 20, 2:00 p.m. EST**
- First class session: **Wednesday, October 11**

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

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# QUESTIONS?

