

Program Client Case Study: *Partnering with the Entrepreneurial Eco-system for Maximum Impact to Small Businesses*

Challenge:



Provider of business development services educates and supports small community-based businesses in the Greater New Orleans region. With a variety of small business clients at various stages to service, the organization looked to

VentureWalk to offer more specialized marketing and business development services while leveraging its existing staff of business counselors. It also wanted to develop a core marketing training program that would serve as a prerequisite to receive more tailored services offered by the organization.

Solution:

VentureWalk delivered a marketing education program and customized technical assistance to suit the organization's needs. We customized and facilitated a version of our Roadmap to Marketing Success™ marketing training program that included over 10 hours of hands-on instruction, exercises and one-on-one coaching; materials; resources and accountability measures to enable participants to develop and launch a marketing action plan. VentureWalk assisted Good Work Network's leaders in developing a profile to identify small businesses that would most benefit from the program. VentureWalk also delivered individual business growth assessments and private advanced marketing strategy sessions for the organization's clients that were identified as needing assistance beyond the course or the expertise of its staff of counselors.

Results:

Over 60 small businesses completed the course with an average of 10% completing an advanced strategy session. The course and advanced sessions have saved the client's business counselors an estimated 120 hours of one-on-one counseling time. Small business owners had a satisfaction score of 9 (out of 10) with the course content and delivery.

"Désirée really is a marketing expert. We've used her services for numerous trainings and she has never let us down. She provides invaluable information in a wonderful and entertaining way and is an incredible resource to us and our members." Phyllis Cassidy, Executive Director