Keep Your Organization Energetic and Resourceful
Why is it Important?

- Rapidly changing environment
- Consumers
  - Information at their fingertips
  - Aging populations
- New market opportunities
  - Looking beyond your normal customers
  - World seems to be getting smaller
What Steps Can You Take?

- Work smarter, not harder
- Internal audit
  - What areas does staff have expertise?
  - Where are you lacking?
  - Return on Investment (ROI)
- Strategic goals
  - Everything has to tie-in or have a reason
  - Direction
    - For the company?
    - For the industry?
    - For your competitors?
Internal Checks and Balances

- Keep a positive work culture
  - Hire the right people
  - Trial period for new employees
  - Everyone should be treated with respect
- Surround yourself with expertise
- Create an atmosphere of creativity and innovation
  - Any employee can have a great idea or solution
  - Encourage failure
  - Listen
Know Where to Go

- Many state and federal resources
  - Small Business Administration (SBA)
    - Small Business Development Centers
    - International Trade Centers
    - SCORE
  - Procurement Technical Assistance Center
  - U.S. Commercial Service
  - Illinois Office of Trade & Investment
NIU’s Springboard

- Trends across industries
- Company projects
- Student interns
- Work with various partners/resources
Conclusion

- It’s important to stay relevant and timely
- Rapidly changing environment
- No longer “business as usual”
- Identify how you can effectively engage with your target audience
- Don’t be afraid to ask for help!
Contact Information

- NIU’s Springboard
- www.niu.edu/springboard
- Luanne Mayorga
- lmayorga@niu.edu
- (815) 753-6927