



Money Smart for Small Business Town Hall Meeting



Quarter I, 2016

January 21, 2016



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Presenters:

Lessie Evans FDIC Washington DC
Community Affairs Section Chief

Paola Diaz FDIC Washington DC
Community Affairs Specialist
MSSB Point of Contact

Agenda

- I. Welcome and Introductions**
- II. MSSB Recent and Future Developments**
- III. Overview of Modules**
- IV. MSSB Alliance**
- V. Topics for next Town Hall**

I. Welcome and Introductions





Purpose of the Town Hall Meetings

- A benefit to MSSB Alliance Members
- Members are organizations that provide MSSB Trainings directly or through partners.
- A space to share best practices, and ask questions about establishing and running an MSSB program.



2016 MSSB Alliance Town Hall Meetings

- Quarterly calls will continue
- Meetings will be recorded for future reference
- Agendas responsive to interactive Online Registration and Evaluation surveys that includes opportunities to ask questions and suggest topics
- Seek increased participation as a source of more success stories

II. MSSB Recent and Future Developments





MSSB Expansion (in 2015)

Phase I

- 2015 Outreach in 5 major conferences with national audiences
- 3 new MSSB Modules (9/16/15)
- Small Business Panel at comE-IN Meeting (10/30/15)
 - Launch of 13 modules in **Spanish**
 - Launch of online **download** of all MSSB Modules in English and Spanish at <https://catalog.fdic.gov/>



MSSB Expansion (in 2016)

Phase II

- **MSSB Train-the-Trainer Module:**
 - Instructor Guide
 - Power Point
 - Participant Guide
- **Online Money Smart Alliance sign up**
- **Outreach, throughout 2016**

III. Overview of MSSB Modules



Recap of MSSB Highlights

- Curriculum is free
- A stand-alone product
- A complete package
- Ready to go out of the box for Intermediaries
- Available in English and Spanish



The 13 modules

Is Small Business Ownership a Good Fit for You? *new!*

Planning for a Healthy Business *new!*

Banking Services

Financial Management

Cash Flow Management *new!*

Credit Reporting

Insurance

Organizational Types

Record Keeping

Risk Management

Selling Succession Planning

Tax Planning

Time Management



MSSB Program Target Audience

- **Start Ups – and Operating Firms**
- **Business training is not required to benefit from MSSB**
- **Disadvantaged businesses including minority and women-owned**

MSSB Curriculum Components



- 1) Instructor's Guide
- 2) Participant's Guide
- 3) PowerPoint

Plus: The Guide to Presenting MSSB



Inside the new modules



Is Owning a Business a Good Fit for You? - NEW!

■ Learning Objectives:

- ◆ Clarify some of the myths and realities of small business ownership.
- ◆ Start a self-assessment to determine their readiness to become small business owners.
- ◆ Set a plan of action to complete their self-assessments by seeking feedback from stakeholders, such as family, friends, and potential customers.



PowerPoint- snapshot

“Good Fit” Example: Service Business

Introducing Marlenna

See page 4 in your workbook.

- Marlenna has the potential to be a successful business owner.
- She also has some concerns about business ownership.
- As we review Marlenna’s decision-making process, ask: is this role a good fit for Marlenna... and for me?

Is owning a business a good fit for me?





Questions about the Good Fit Module?



Planning for a Healthy Business –NEW!

■ Learning Objectives:

- ◆ Explain how an evolving planning process can help you make key decisions as business owners.
- ◆ Describe how to convert a vague idea into a resource plan.
- ◆ Explain the importance of a healthy personal credit score and healthy relationships with lenders.
- ◆ Describe how a business plan helps motivate stakeholders to understand and support your business ideas.
- ◆ Explain the benefits of creating a day-to-day action plan for running a small business.



Participant Workbook – snapshot

“Planning” Example: Technology-Service Business

Case Study: Introducing Sophia

Say hello to Sophia, the mother of two smart (and hungry) teenagers. Sophia has an idea to start a business repairing cell phones and small appliances. Her sons and several friends think this is a terrific idea but Sophia has to plan. She needs to figure out how she will make money and how she will finance or pay for her start-up costs.

Sophia needs to complete four steps in her planning. At each step she asks and answers specific questions. As she progresses through the steps, the questions get more specific and the answers become much more detailed.

It took Sophia more than two years until she was able to quit her day job and begin to work full time for herself.

As we review Sophia’s planning process you can begin to plan your business.



Planning to Plan

Successful business owners plan all the time. They set clear aims and stay focused on them. Some plans are formal, such as business plans that contain financial projections, research data, and so on. Other plans are less formal, such as sketching out ideas on a napkin or creating to-do lists on a smartphone.



Business owners who plan and measure their progress against specific plans tend to be more successful than those who “wing it.” Business owners who fail to plan risk wasting money, time, and energy.

The best plans change with the times. As your business changes and grows, your plans need to change as well. Even the best plans become outdated.

This class is focused on four key stages of planning that can help you create a healthy, successful business over the long run.



Instructor Guide – Agenda snapshot

The Class at a Glance

This 90-minute experience includes several group discussions designed to actively engage the learners. Pay careful attention to timing and pacing.

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5	Overview of the 4-Step Planning Model	
10	Step 1: The Back-of-the-Napkin Plan	
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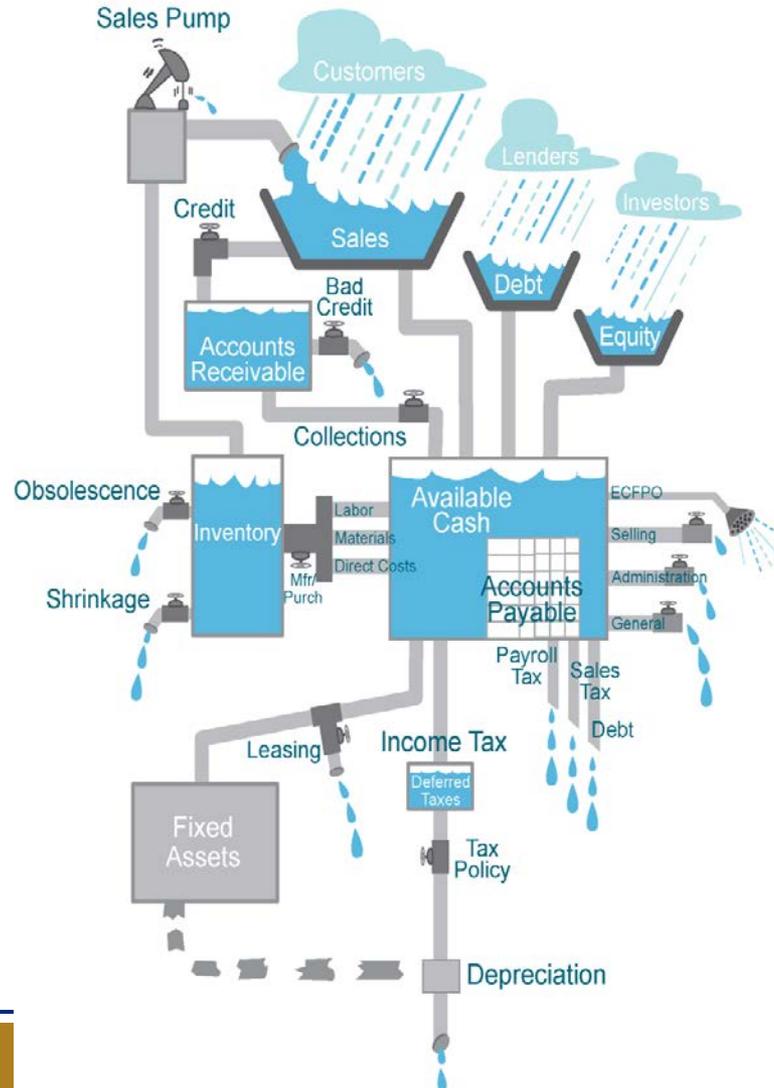


Questions about the Planning Module?

PowerPoint slides - snapshot

“Cash Flow” Example: Food Business

Cash Flow Diagram



Page 7 in
your
workbook



Questions about the Cash Flow Module?

Overview of previous modules requested during the Registration Process



Credit Reporting

■ Learning Objectives:

- ◆ concept of credit reporting and impact of credit reports on the operation or growth of a small business.
- ◆ Identify credit reports and reporting systems to assess the risk of extending credit to a small business.
- ◆ Risks to a business from credit-related scams or frauds
- ◆ Practices and products, tools and services available for a small business to proper credit reporting.
- ◆ Strategies for building or improving business credit.
- ◆ How the personal finances of a business owner impact the ability of a business to get credit.



Time Management

■ Learning Objectives:

- ◆ Explain the concept of time management and why is it important to a small business.
- ◆ Explain the time management practices which are commonly employed by a small business, including: ABC analysis; Pareto analysis; Eisenhower method; POSEC method



Risk Management

■ Learning Objectives:

- ◆ Identify the common risks associated with a small business.
- ◆ Identify the external and internal factors which affect risk for a small business.
- ◆ Identify situations that may cause risk for a small business.
- ◆ Identify the common warning signs of risk for a small business.
- ◆ Implement, monitor, and evaluate a risk management plan for a small business.

Questions about the Credit Time Management, and Risk Modules?



Ideas to combine new modules with previous modules



Sample MSSB Program

■ Sample 1: Once a week for eight weeks

Week 1	Is Small Business Ownership a Good Fit for You? <i>new!</i>
Week 2	Planning for a Healthy Business
Week 3	Financial Management
Week 4	Cash Flow Management
Week 5	Credit Reporting
Week 6	Banking Services
Week 7	Tax Planning
Week 8	Time Management and Graduation Ceremony

Sample MSSB Program

- **Sample 2: Four part program (one 9AM–3PM Saturday session over four months)**

Day 1	Is Small Business Ownership a Good Fit for You?
	Planning for a Healthy Business
	Credit Reporting
	Focus Group: What should be next in this program?
Day 2	TBD based on data collected on Day 1 Focus Group: What should be next in this program?
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IV. The MSSB Alliance





MSSB Alliance Target Audience

- Federally insured financial institutions,
- Non-profit organizations that have been recognized as tax-exempt by IRS,
- Federal agencies,
- K-12 schools or school districts,
- Colleges or universities, and
- Other state or local government agencies (including governmental entities)

Individuals and other types of organizations are not eligible to join the Money Smart Alliance at this time.



Money Smart Alliance Purpose

- **Role of alliance members**
 - ◆ Use or promote the Money Smart curriculum
- **Role of FDIC**
 - ◆ Sharing updates and other information
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Money Smart Alliance Updates

- **Very quick sign up process online**
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V. Topics for next Town Hall Meeting /Other Questions





Marketing: Cater to different Client Segments

- Consider partnerships to reach target audiences and to diversity marketing efforts
- Create benefits beyond the training, create a sustainable-ongoing MSSB Training program
- Design training around target audience needs
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Success in Partnership

- Most success stories are partnership stories
- It helps to have established relationships – but new ones can be formed, consider Partner Orientation
- Different levels of partnership: use experts to teach some modules, use other partners to reach your target population



Working with Experts

Experts can be:

- Small business owners with stories about successes, and how they learned from mistakes
- Topic experts, such as experts in banking, credit, taxes, risk management, etc
- Advisors, such as accountants or insurance brokers



Successful Impacts

- **MSSB is a Gateway, not a Final Destination**
- **When participants leave the classroom, they have a lot of things to implement - Action Plan**
- **As their companies grow, they will face other challenges - Peer-to-peer Support**
- **MSSB Participants need ongoing support- Counseling Sessions and Class Networking**



Questions / Discussion

- How can we best encourage the use of MSSB?
- What can we do to encourage more bank/nonprofit collaborations to benefit small businesses?
- How can we best help banks reach entrepreneurs with limited banking experience?
- How can we best measure success?



Contact Info:

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Thank You!



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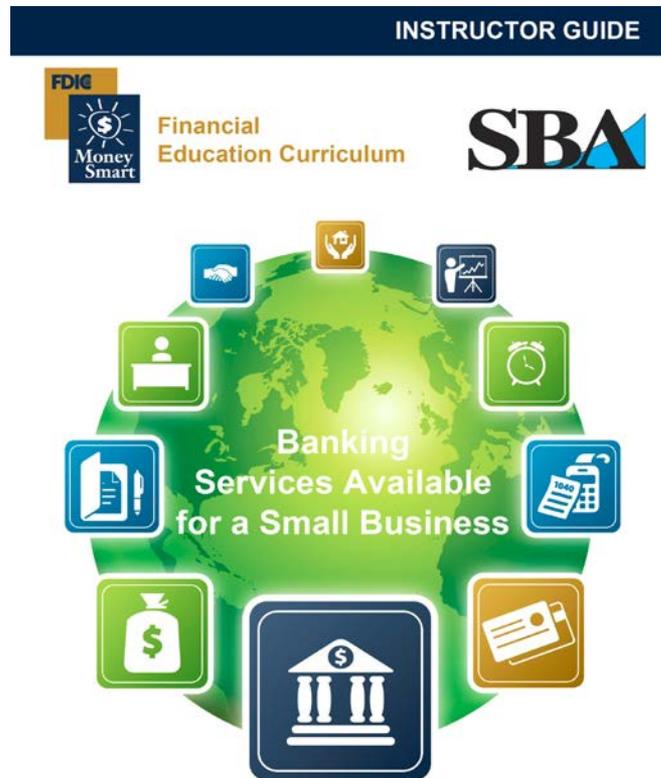
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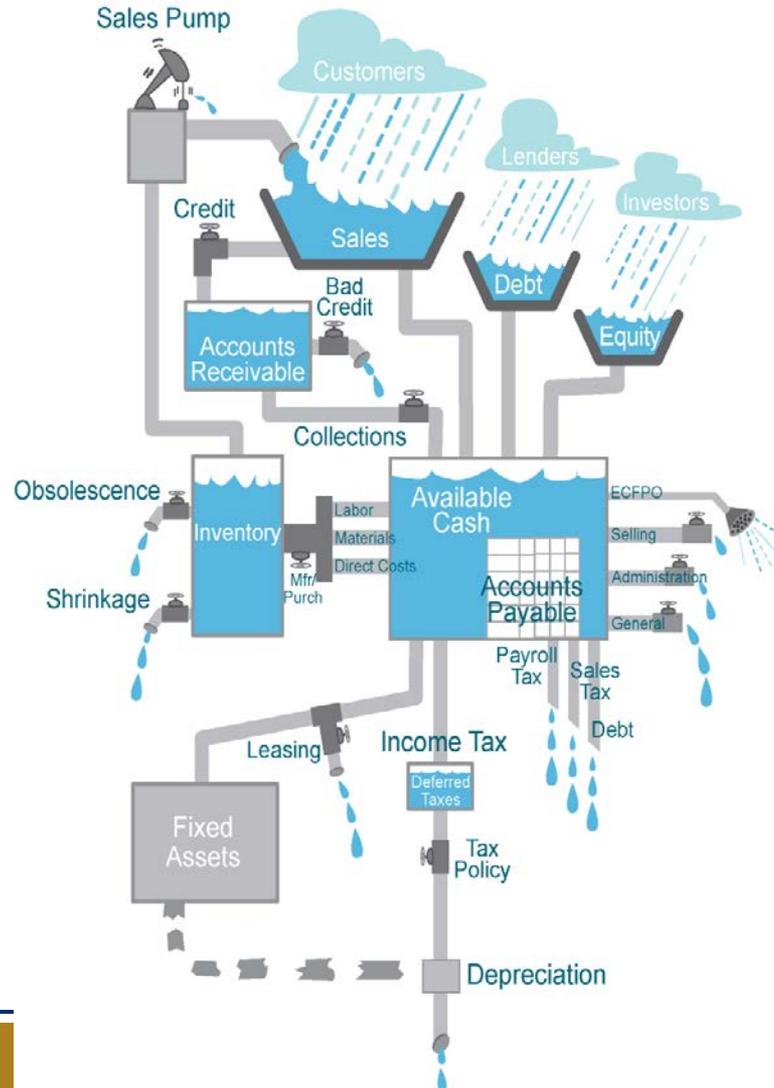


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