

**MARCH 2015**

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**YOUR FINANCIAL  
NEWS**

# **Entrepreneurship Development**

**MAKE IT HAPPEN**

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On the 17 March 2015, five entrepreneurs were awarded business equipment funded from the 2014 Financial Information Month activities held in St. Kitts and Nevis.

The Mini Grant Award for the Purchase of Business Equipment acknowledges that even with strong commitment from micro and small business owners, they need stakeholders to invest in their drive and determination if they are to be successful. The right investment can be a significant catalyst for their business advancement.

Whether it is the vendor

who sells us a delicious snack, the caterer who from a van or cart provides us with a sumptuous meal, the barber or beauty shop that helps us to go out into the world confidently groomed, the farmer who keeps us supplied with a healthy stock of fruits and vegetables, or the one man/one woman business operation that accepts the smallest of jobs and give us big service; micro and small businesses are important to our everyday lives.

Many of us who are not operating in those sectors wonder how they do it, how do they keep their businesses

alive and going day after day particularly in these challenging times.

In addition to the product or service offered, it is undisputed that the relationship between a micro or small business and its community is one that contributes positively to the social and economic fabric of our society. The Equipment Grant acknowledges the hard work that the successful applicants make in creating and developing successful businesses and by extension successful communities.

There are a lot of big action steps that need to be taken to advance entrepreneurship development in the region and in so doing boost our economic recovery but sometimes you just have to make small action steps to make it happen!

SLW

# Natasha Leader

## TAKING ON THE CHALLENGE OF ENTREPRENEURSHIP

At times as an entrepreneur it can seem very lonely, especially when you are making your way in a world where many people seem not to be very knowledgeable about what you are doing. However, with



collaboration it makes it a lot less lonely and it helps you to build alliances and draw strength from others around you who have gone that way before. This can be very encouraging as well as very comforting.

Many times when you talk to entrepreneurs, they say that they see the need for their product but

they often struggle to explain the product or properly market what they have to offer.

As an entrepreneur I understand those struggles, and share with you my experiences as well as those of others I have gleaned through conversations.

### HAVE A VISION!

Vision is often thought of as a one-off occurrence that tells you that you should do a particular thing in terms of starting a business. However, vision should be seen as a plan that is unfolding to you; that you consult often (*just as an architect consults his building plans*) so that the avenue to accomplishing your business goals is done in an informed manner. Your construction instructions for your business can often be found in the vision. Just like a builder, you must separate the different layers of the plan so that you can find the right instructions to help you build your business.

You must be intimately involved in your business along the various stages of its construction so that when it is fully formed, you know the ins and outs and can



New Brother Solutions PJ673K Pocketjet 6 Plus Printer presented to Natasha Leader, Owner, Ayzer Industry Development

comfortably achieve satisfaction from it. When you take the time to know your business, this knowledge will become your secret weapon. You will understand its functions and can skilfully use it in every way to accomplish all that you set out to do.

Know what your business will be, what it can do and what it will accomplish.

### **YOUR ACTIONS AND DECISIONS AFFECT OTHERS**

Accepting every job may not be the best way to go. It may cause you to stretch your resources too thin and compromise the quality of the work that is being delivered. How many times have we heard someone say, *'I use to like this thing, but now that she make it big, she don't really care anymore how she does it. She just slaps it together.'* When a certain level of success is experienced many entrepreneurs tend to allow the quality of their offering to fall.

Choosing the way that you deal with a problem can greatly affect others around you. The babysitter does not have to agree nor put up with the fact that your customer needed one more editing session with you in the

studio. Your responsibility is to collect your child on time and your late arrival affects the schedule of others. It also communicates to the individual (*who is affected*) that you do not respect their time, and their activities must be centred around you.

### **ENTREPRENEURS MUST BE FLEXIBLE, PLIABLE AND MOULDABLE**

Planning is key! If there is an indication that you should do something now...DO IT NOW! At times your inability to commit to more is because you have pushed back too many activities to accommodate others and you did not follow the instructions of DO IT NOW! That can be the difference between another job and another pay check.

Change is changing! Often change is seen as the difference of ONE decision that you never made before. Change is a series of decisions that allow you to arrive at a different outcome. At that juncture there is the ability to offer differences in actions and responses. That signals real change!

Versatility is great to have. It invites others to work with you; because they are not afraid of

diversity being viewed as an obstacle but rather a stepping stone towards something new and enriching.

### **DO AS YOU INTEND TO CONTINUE**

If you mean for your work to be considered as valuable, then you must treat it as a valuable asset. You must communicate its value in a clear, respectable and functional manner.

Your product being taken seriously also depends on you. If care and attention is being paid to how you present yourself and your product, others will treat you and what you do with care and attention. Your attention and response levels to the critical nature of the work that must be done, must remain the same.

Never allow the value of what you produce to be devalued by others who cannot appreciate its worth.

Treat others fairly and always value their efforts with integrity.

### **FEEDBACK IS YOUR FRIEND**

Feedback instructs you how to and often how not to deal with others. You must separate the message from the messenger (*because sometimes the way it comes across is not very nice to you*). You

**“ Change is a series of decisions that allow you to arrive at a different outcome. ”**

must still take it in stride and implement the ideas and suggestions that would improve yourself and your business.

### **DISCIPLINE KEEPS YOU ON THE PATH TO SUCCESS**

Develop your communicative skills. Treat issues persistently but with care, thoughtfully but with equality; creating excellent solutions with correctness, self-control and with a closeness as if you were doing it for your dearest friend.

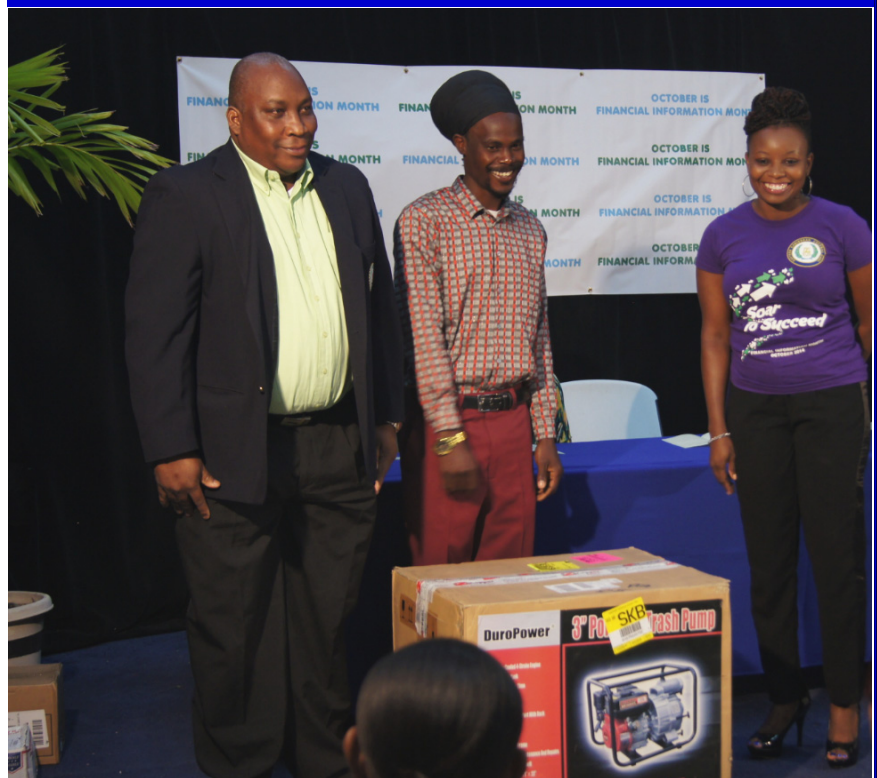
These are just some of the lessons which I have taken away thus far along my road as an entrepreneur.

**The world around us is always changing but in order to succeed you must prepare and operate as a successful individual.**

Ayzer Industry Development, which was launched on 31 October 2013, is a business development service enterprise that specialises in grant and proposal writing and services related to the procurement of funds for small businesses.



Beauty Salon Shampoo ABS Plastic Bowl Sink OMWAH brand with chair presented to Charmaine Mills, Owner, Unique Charm Beauty Salon



Duropower DP3065T 3-inch Intake 6.5 Hp OHV 4-stroke 343-gallon-per-minute Gaps-powered Portable Water Trash Pump Pull-star by Duropower presented to Otis Jeffers, Owner, Produce Delight: Conscious Farming



Royal Massage 6 Quart Hot Stone Heater with Massage Stones presented to **Heather Pringle Jacobs**, Owner, Trés Sans Age

**"Put your heart in your business and your business in your heart"**

Extract: Vote of Thanks by Heather Pringle—  
Jacobs



Hamilton Beach Counter Top Oven with Convection and Rotisserie awarded to **Angelica Browne**, Owner, A's and B's Catering Service

# Actions > Words

## Make It Happen!