

Minority Business Growth Alliance Business Champion

Business Champions (BC's) are the primary partner of the Business Owners supported by MBGA. Their role is to mentor, coach, and provide access to resources/networks to help Business Owners reach their goals. As partners to the Business Owner, the BC's assure that they understand the strategic direction of the business, clarify the business challenges and needs, and by utilizing their networks and other volunteers in MBGA, provide guidance and support. They typically work with the Business Owner for up to a year. This role is critical to the success of the Minority Business Growth Alliance's (MBGA) ability to provide the impact that allows and encourages minority-owned businesses to grow and thrive.

Position Summary

The Business Champion is a sounding board, strategist, facilitator, supporter, connector, mentor, advisor and coach. In this role, you will understand the heart and soul of the Business Owner as you support them in activating their dream of growing their business. Your job isn't to direct the owner, or decide if the dream will ultimately be reached. You are a mentor, consultant and accountability partner as they determine what they need to grow, and/or change their business.

Like any experienced mentor/consultant, you will start by listening intently, in order to understand their "why" of their business. You will make sure you understand both the long term and short term vision and strategy of the business, establishing the necessary trust and rapport.

You will also assist the Business Owner in developing a Minimal Viable Product for Growth plan, providing experience, expertise, and coaching for the Business Owner as they execute this plan.

This position requires up to a year long commitment with frequent meetings, phone calls and interactions averaging 2-4 hours per week. You and the Business Owner will decide together the appropriate cadence of meetings.

What do Business Champions (BC's) do?

While each business and business owner will have their own unique history and challenges—therefore requiring flexibility and adaptability on the part of the Business Champion, typically, the work of the BC is to

- Meet regularly with the business owner to ensure their needs are being addressed (average 2-4 contacts per month)
- Take the time to get to know the Business Owner as an individual, not just a "client".
- Be aware of and actively "lean in" to resolving/discussing any diversity issues that may inevitably arise.
- Learn about their business/industry if it is different than yours.
- Understand the history and "why" of the business.
- Identify and clarify the strategic goals of the business.
- Assist the Business Owner to better understand their competition and customers needs.
- Guide the Business Owner to objectively assess the current state of financial, operations, marketing, sales, product, technology, human resources, manufacturing, and/or logistical position.
- Help the business create a 1-3 year business plan, including a Minimal Viable Product for Growth (MVPG) plan appropriate to their goals/objectives.

- Identify the information, resources, and/or network connections that will be needed to accomplish the Business Owner's goals/objectives. *NOTE: MBGA does have some individual and business partners who may provide some pro bono short term services in areas such as sales, marketing, and legal areas. However, NOT all needs can be met by MBGA volunteers. One of your responsibilities is to understand the needs and help determine if those needs are appropriately met by the MBGA.*
- Assist the Business Owner to identify needs and gaps in the plan and prioritize work to address them using MBGA's processes and templates.
- Coach and mentor the Business Owner to overcome challenges, maintain momentum, and manage risk.
- Adjust the plan as necessary.
- Document the decisions and actions of each meeting with the Business Owner
- Complete a monthly 5 minute survey for the MBGA providing insight and documenting progress and accomplishments of the business.

Who are Business Champions?

- Experienced business owners and/or experienced consultants to businesses, especially small, privately owned. Experience working with BIPOC audiences
- Deep and wide business acumen. Strategic and tactical. Understand a variety of business functions (e.g., finance, operations, IT, sales, marketing, human resources, leadership) in order to identify opportunities for improvement. Knows common business growth tools and frameworks for goal setting, accountability and alignment.
- Experience/Knowledge/Passion about the business owner's industry is preferred, but not required
- Possess a large, diverse network that can be tapped for resources and introductions as appropriate
- Culturally competent. This includes a set of skills including
 - Ability to work with individuals and groups in respectful, equitable and inclusive ways
 - Understand how factors of perceived race, ethnicity, socioeconomic class, age, gender/gender identity, skin color, languages, accents, national origins, disabilities affect how we all show up in the world
 - Open to/accepting of new and challenging ideas
 - Celebrate diversity and understand accurate historical contexts
- Consultant/Partner mindset. No saviors, no command and control types, no ego trips
- Trusted advisor and skilled mentor in helping others accomplish their goals. They hold Business Owners accountable to take steps to achieve their business goals.
- Responsive and responsible. Prioritizes prompt and regular communication and connection with others
- Humble and open to learning
- Willingness to participate in cultural competency training, and challenge personal assumptions and racial perceptions
- Comfort with video conferencing and in person meetings
- Approachable/friendly/Interpersonally skilled. Able to quickly build and maintain relationships over time. Curious, open, with solid communication skills

What do Business Champions gain from this experience?

- Increasing cultural competency

- Build meaningful relationships with individuals outside one's normal networks
- Use your "privilege" to level the playing field for business owners who need it