

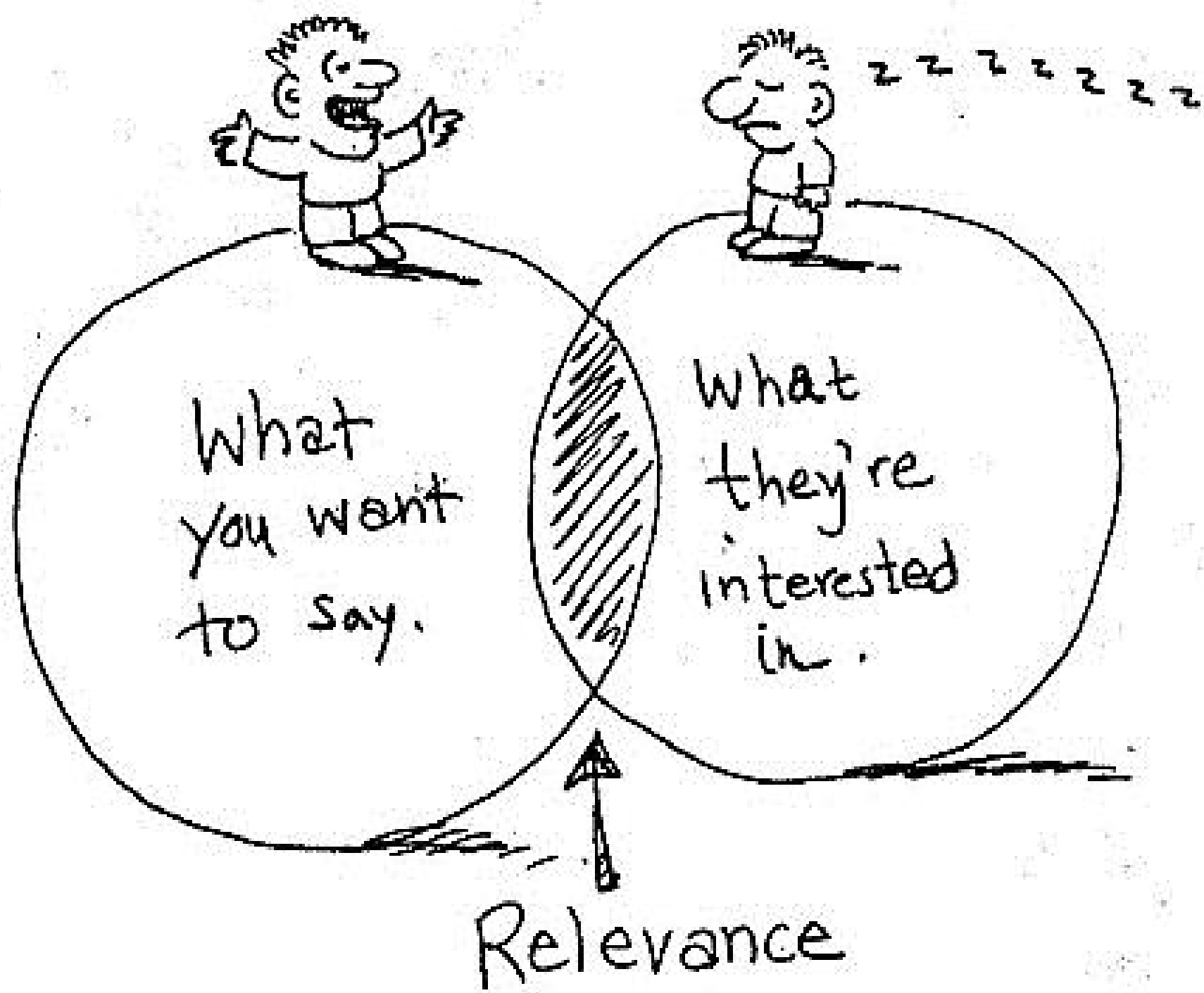


Department of the Navy Office of Small Business Programs

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Department of the Navy
Office of Small Business Programs

How to Sell and Tell SB Stories
SBTW April 25, 2018

“Small Business...
The First Option”



What
you want
to say.

What
they're
interested
in.

Relevance

Objective

Department of the Navy Office of Small Business Programs

1. Increase visibility and awareness of DON OSBP products, campaigns and services.
2. Increase awareness/use of DON OSBP public and social media sites.
3. Increase awareness/use of DON OSBP resource partners (ADs, PTACs, SB Professionals, etc...) to provide business counseling/education.
4. Solicit and broadcast Good News stories and Best Practices.
5. Increase awareness and participation in DON OSBP approved events such as Navy Gold Coast, Navy League's Sea Air Space, Navy Weeks and various DoD Industry Days etc...
6. Improve enterprise communications through initiatives, messaging and collaboration.



Stakeholders

Department of the Navy

SBA

SBDC

SECNAV

SDVOSB

CNO

CHINFO

DACM

DoD

ASN RD & A

DON Digital Media

Social Media

DON

SCORE

SBP's

HUBZONE

DASN

8 (a) WOSB

VOSB

Tie-In = Buy-In

Department of the Navy Office of Small Business Programs

- The Department of the Navy (DON) is committed to building a robust industrial base by creating a small business friendly culture, through policy, training, and advocacy.
- DON's need to expand additive manufacturing, adaptive force packaging, rapid prototyping, and experimentation creates opportunity for small businesses.
- Small businesses are essential to DON's acquisition strategies because they affect cost, schedule, performance, vendor lock, supply chain diversity, and provide flexibility in options to meet mission needs.
- Small businesses help the win the fight by providing innovative and agile solutions that support our warfighters.



What's the Story?

Department of the Navy Office of Small Business Programs

How many small businesses are there in the U.S.?

In 2014, there were 29.6 million small businesses.*

- Eighty percent, or 23.8 million, had no employees (termed "nonemployers")
- Twenty percent, or 5.8 million, had paid employees
- There were 19,000 large businesses.

The number of small employers has increased after a decline during the recession. The number of nonemployers has gradually increased, from 15.4 million in 1997 to 23.8 million in 2014. (Figure 1).

Source: SUSB, NES

What is the role of small businesses in the economy?

Small businesses comprise:

- 99.9% of all firms
- 99.7% of firms with paid employees
- 97.6% of exporting firms (287,835 small exporters)
- 32.9% of known export value (\$440 billion out of \$1.3 trillion)
- 47.8% of private sector employees (58 million out of 121 million employees)
- 41.1% of private-sector payroll

Source: SUSB, NES (2014), ITA (2015)

U.S. Small Business Administration



Your Small Business Resource

Data Sources

BED Business Employment Dynamics, Bureau of Labor Statistics, US Department of Labor, www.bls.gov/bdm

BDS Business Dynamics Statistics, US Census Bureau, US Department of Commerce, www.census.gov/ces/data/products/bds

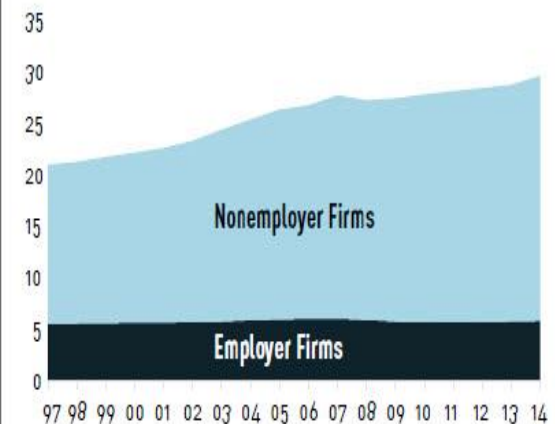
ITA International Trade Administration, US Department of Commerce, www.trade.gov/

NES Nonemployer Statistics, US Census Bureau, US Department of Commerce, www.census.gov/econ/nonemployer

SBO Survey of Business Owners, US Census Bureau, US Department of Commerce, www.census.gov/programs-surveys/sbo.html

SUSB Statistics of US Businesses, US Census Bureau, US Department of Commerce, www.census.gov/programs-surveys/susb.html

Figure 1: Number of small businesses in millions (SUSB, NES)



How can small businesses generate three-fifths of net new jobs, but their share of employment is less than 50%?

As firms grow, they change employment size classes. So as small firms grow, their growth counts toward small firm job gains; but if they pass the 500-employee mark, their employment is classified as large firm employment.



SMALL BUSINESS FACTS

SMALL BUSINESS JOB CREATION DECONSTRUCTED

Updated September, 2017. By Brian Headd, Economist

Small businesses create 2 out of 3 net new private-sector jobs.

Since the end of the Great Recession, small businesses (fewer than 500 employees) have created 62 percent (8.3 million) of the net new private-sector jobs (13.4 million), matching their historic rate over the last 25 years.

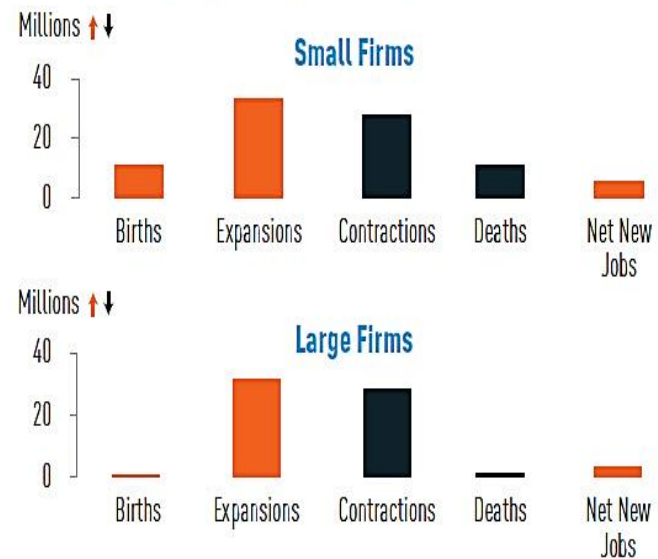
Source: Bureau of Labor Statistics, Business Employment Dynamics

Existing businesses create 2 out of 3 net new private-sector jobs.

The bulk of the net job change is from existing firms (Chart 2). Over the last two decades, 66 percent of the private-sector net new jobs were from existing businesses and 34 percent were from business turnover (gains from startup business establishments minus losses from closures).

Source: Bureau of Labor Statistics, Business Employment Dynamics

CHART 1: Employment Dynamics, 2010-2014



Source: Census Bureau, Business Dynamics Statistics (due to privacy disclosures, large firm figures are derived from total minus small).



Complete – The Backstory

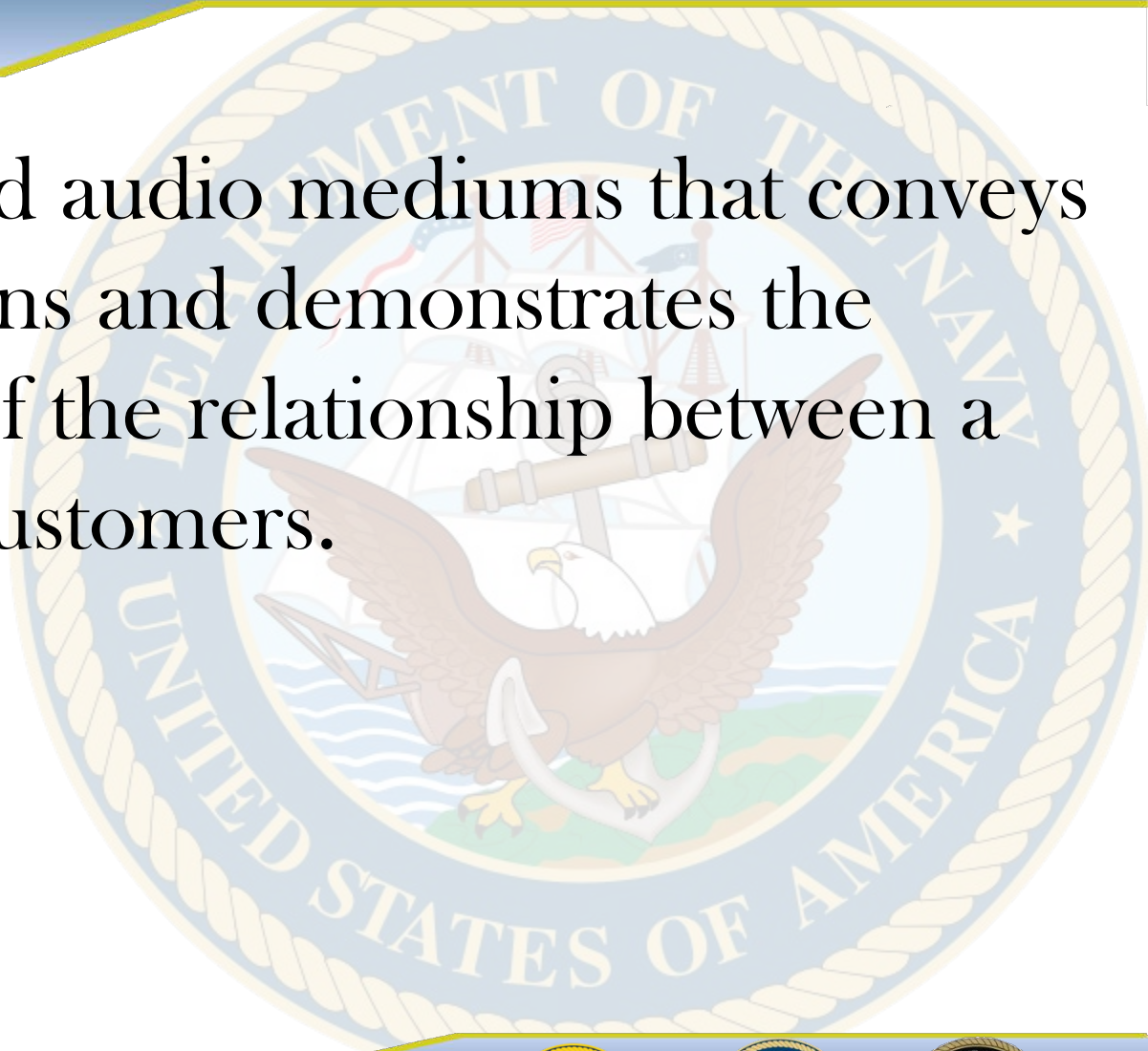
Concise – The Bottom Line

Correct – Just the Facts Ma'am

Compelling – Where's the Heart?



Visual, written and audio mediums that conveys real world concerns and demonstrates the human element of the relationship between a business and its customers.



Great Idea, but How?

Department of the Navy
Office of Small Business Programs

Infographics: <https://online.flippingbook.com/view/727715/1>

Prezi's:

<https://prezi.com/jmwaezfebad4/starting-your-small-business/>

Animoto: <https://www.youtube.com/watch?v=0WhKcDIe3Ps>

Year in Review in Photos:

https://www.youtube.com/watch?v=4y_cG37iZOg

Profile Pieces (New Concept):

<http://SmallBusiness.Navy.mil>

DISTRIBUTION STATEMENT A.
Approved for public release.



Use Your Influence

Department of the Navy Office of Small Business Programs

Department of the Navy Gold Coast



<http://SmallBusiness.Navy.mil>

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Small Business Workshop



Department of the Navy Office of Small Business Programs

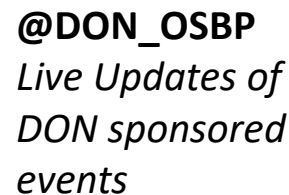
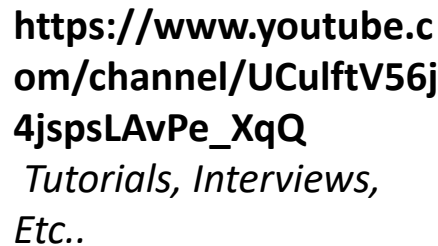
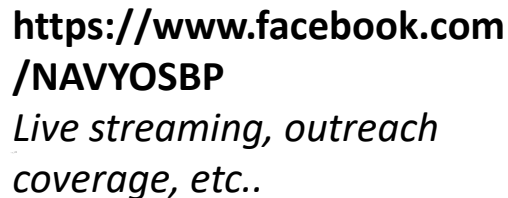
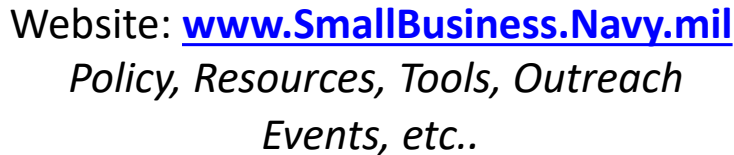
- **Who:** Ms. Emily Harman Director, Office of Small Business Programs (OSBP) for the Department of the Navy (DON)
- **What:** Small Business Workshop — “Doing Business with the Department of the Navy”
- **When:** October 18th from 10am -12pm
- **Where:** Cooperative Extension Service Auditorium, 2301 S University Ave, Little Rock, AR
- **Purpose:** This year’s “Little Rock Navy Week” will feature a small business workshop designed to educate small businesses on how to do business with the Navy and Marine Corps. The workshop will cover how to find out about upcoming contracting opportunities and how small businesses can contribute to the warfighter mission. Please make plans to attend this great event. If you have any questions feel free to call the Arkansas Procurement Assistance Center at 501-671-2390.

To register for the event visit:

http://www.ptassist.com/services/ptac_web_register.php?id=BA58050832



Department of the Navy
Office of Small Business Programs



Key Takeaways

Find Out What They Are Interested In

Make it Clear

Set the Scene

Show the Heart

Find The Right Medium

Spread the Word



Questions?

Department of the Navy
Office of Small Business Programs

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Secretary of the Navy

Office of Small Business Programs

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