



**North Central
Idaho SBDC**
*Accelerating
Business Success*

MORE CASH NOW!

For Your Business

Brand-new, *free* webinar for
2022



Rod Bristol will teach you how to improve cash flow for your business, including--

- Using drivers of cash flow to brainstorm how to improve cash flow
- Tips for improving cash flow
- Finding and dealing with cash leaks (i.e., "If I made that much money, where is it?")
- 21 tips for meeting with lenders
- Case studies and concrete examples
- Includes a 24-page informational workbook with cash flow templates

Register Now

FREE Consulting

On Many Business Topics

Let's Talk: [Request Appointment](#)





Quick Wins

Intelligent Resources

Important: The Federal Trade Commission updated guidelines concerning how businesses collect and use reviews. It can be found here: [Featuring Online Customer Reviews: A Guide for Platforms | Federal Trade Commission \(ftc.gov\)](#).

Marketing Tips [excellent article]: [How To Communicate On Social Media For Business And Marketing \(forbes.com\)](#)

Start-up Tips: [8 Money Mistakes New Small Businesses Must Avoid in 2022 - Worth](#)

Hiring and Labor Tips:

- An outstanding leadership video to help you attract and retain workers: [Leadership: People & Purpose \(americanexpress.com\)](#)
- [5 retention strategies for combatting the Great Resignation - HR Executive](#)
- [11 tips for first-time hiring managers | HRD America \(hcamag.com\)](#)
- Contact the following to get *free* help analyzing and writing a job description: [American Job Center Finder | CareerOneStop](#).

Article of the Month: Strategic Planning

Strategic Planning is the game plan for your business in 2022. What is your game plan? Some topics to consider—

- Have you recently assessed your business's strengths? What are they? How will you capitalize on those strengths? Conduct the same assessment for weaknesses, opportunities, and threats. How will you overcome said weaknesses? How will you take advantage of opportunities? How will you counter the threat(s)?
- What are the growth and sales goals you want to meet?
- What are the goals you have for your team?
- What are the professional *and* personal goals that you want to accomplish?
- What are the benchmarks you will set to meet the above

goals?

Need help with your game plan? Let's Talk: [Request Appointment](#)

Drive sales all year long with our [Marketing Calendar Creation course](#).

We are here to help with COVID-19. The Idaho SBDC remains open to provide consulting support for Idaho businesses during this time. Some of our consulting will be held virtually, but our expert staff across the state can still help you navigate this situation.

We do not offer legal services, legal advice, tax services, or tax advice, for any legal/tax questions, issues, or advice, please contact a qualified attorney and/or certified public accountant.

The Idaho SBDC is funded by the U.S. Small Business Administration, host institutions of higher education, and the State of Idaho. The Idaho SBDC is an equal-opportunity/affirmative action employer. Services are provided on a non-discriminatory basis.

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