

DIVERSE SUPPLIER MENTORING PROGRAM

Information Session
Richmond 2022



The Capital One Diverse Supplier Mentoring Program is designed to accelerate the success of small business owners to create more jobs, strengthen the local economy and move our society toward a more equitable future

Provides business owners with the tools, resources and counsel needed to succeed in today's marketplace.

Pairs local entrepreneurs with Capital One associates to develop sustainable models that accelerate year over year growth, profitability and key operating metrics.

Who is this for?

Business owners that are successful in this program

- Have been in business at least 2 years and have revenues under \$1 million
- Are looking for an accountability partner to help them grow their business
- Take advantage of networking and collaboration opportunities and learn from their peers
- Come to classes, ask questions, and stay engaged
- Are open to fresh perspectives
- Have specific challenges that they would like to address
- Have a willingness and ability to be fully engaged in the classroom, mentorship meetings, and preparation for all activities

Course Topics

March

Zoom 101

Networking Opportunities

Access to Capital

Design Thinking

Brand, Marketing, and Social Media

April

Information Security

Change Management

Networking Opportunities

Accounting & Cash Flow

Contracts & Negotiations

September

Program Graduation



SMART Goals

SMART GOALS FOR Business	GOAL TITLE		
	OWNER	DATE	
			mm/dd/yyyy
<p>Add your goal using the outline below, then use SMART process to determine the characteristics of your objective.</p>			
SPECIFIC:			Additional Context:
What> What> When? Where? Why? What?			What exactly do you want to achieve? What are the requirements? What are the constraints?
MEASURABLE:			
Metrics and milestone. How much? What percentage?			Establish clear definitions to help you measure, if you're reaching your goal
ACHIEVABLE:			
DO you have skills and resources to accomplish this goal?			What steps can you take to reach your goal? Outline the exact steps to accomplish your goal.
RELEVANT and REALISTIC:			
Does it fit with your overall objectives? Is this realistic to achieve?			How will meeting this goal help you? Is this goal align with my long term objective? Do you have the necessary resources to accomplish this goal?
TIME-BOUND			
Intermediate and final deadline.			How long will it take to reach your goal? When are you going to work on this goal?



Any questions? Reach out to us!

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