

Running Small Businesses Is Like Coaching

By Paul Lester

It may not be something that often crosses your mind, but football coaches and small business owners have a lot in common. Both professions require leadership, dedication, commitment, and a strong work ethic to succeed. Just like football coaches, as a small business owner, you must take on many roles to ensure that everybody is working together as a team to achieve important goals and that operations run smoothly.

Here are a few other ways football coaches and small business owners play a similar game.

Pre-game

To prepare for a football game, coaches research opponents, develop game plans, and determine the best lineup of players who will help the team win. Similarly, when starting a small business, entrepreneurs conduct market research to understand the competition and the key economic conditions and indicators. Entrepreneurs also build a business plan, which sets the strategic framework for the

organization and maps out the path forward. In addition, small business owners find top talent who will help them execute the plan and beat the competition.

During the game

Over the course of a game, head coaches adjust regularly, shifting tactics to put their team in position to score and win. They consult with assistant coaches to get advice on what plays they should run. Entrepreneurs also make strategic moves to adjust to constantly changing market forces and customer demands. You can get guidance on how to set yourself for success by consulting with experts from your local SBA District Office, SCORE Chapter, Small Business Development Center, Women's Business Center, or Veterans Business Outreach Center.

Halftime

Coaches typically deliver inspiring halftime speeches that motivate players to give their all and function as a team. You motivate your employees by providing benefit programs and encouraging

their career growth through training that will help strengthen their skills. Small business owners also foster teamwork by clearly communicating the importance of each employee's role in reaching a shared objective.

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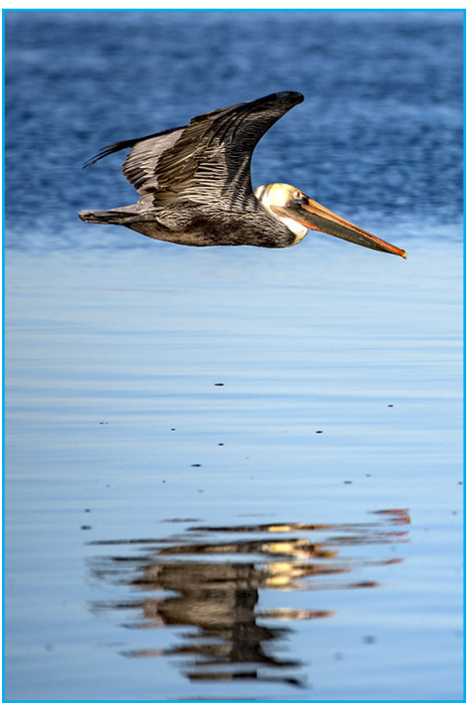
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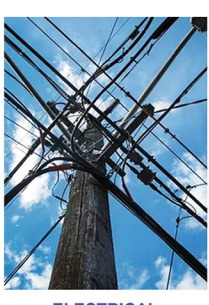


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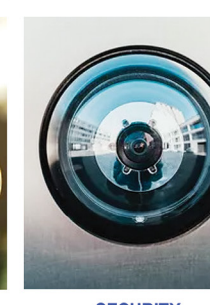
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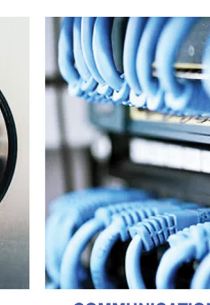
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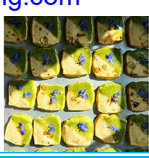
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VIRTUAL EVENTS FOR YOUR BUSINESS

2025

Federal Contracting for Small Businesses Webinar
Tuesday, October 21, 2025, 11:00 am–12:30 pm CDT Online
Main Sponsor(s): US Small Business Administration
Contact: Irene Gonzalez, 208-334-1673, irene.gonzalez@sba.gov
Fee: Free; registration required
Learn the essentials of federal contracting for small businesses. This event will cover the basics of navigating the federal contracting process, as well as the various certifications available to help your small business succeed in the government marketplace. Certifications include: 8(a) Business Development Program, HUBZone Certification, Woman Owned Small Business (WOSB/EDWOSB), and Veteran Owned Small Business (VOSB). Don't miss this opportunity to gain valuable insights and resources to help your small business. Register at <https://www.eventbrite.com/e/federal-contracting-basics-and-certifications-for-small-businesses-tickets-1133402700989>

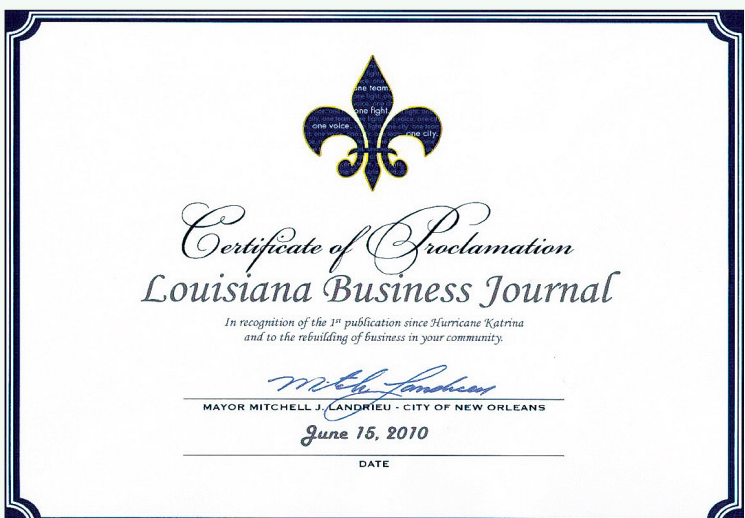
Federal Contracting: Woman-Owned Small Business (WOSB) Certification Program Webinar
Tuesday, October 21, 2025, 1:00 pm–3:00 pm CDT Online
Main Sponsor(s): US Small Business Administration
Contact: Patrice Dozier, patrice.dozier@sba.gov
Fee: Free; registration required
SBA is creating a space for Woman-Owned Small Businesses, via WOSB certification!

Are you a woman owner of a small business? The federal government's goal is to award at least five percent of all federal contracting dollars to woman-owned small businesses each year. Join us for training on how to register for SBA's Woman-Owned Small Business (WOSB) program, which helps eligible small businesses to qualify for federal contracting opportunities. The monthly sessions include an overview of the self-certification process, and a discussion of the NAICS codes that qualify as WOSB or EDWOSB. Register at <https://www.eventbrite.com/e/woman-owned-small-business-wosb-certification-program-tickets-1123670050369>

SBA Starting and Growing a Business Webinar
Tuesday, October 28, 2025, 12:00 pm–1:30 pm CDT Online
Main Sponsor(s): US Small Business Administration, Massachusetts District Office
Contact: Lisa Gonzalez Welch, 617-565-5588, lisa.welch@sba.gov
Fee: Free; registration required
Are you thinking of starting a business? Do you need small business assistance? Join Lisa Gonzalez Welch, economic development specialist with the United States Small Business Administration (SBA) Massachusetts District Office, to learn how SBA programs and services can be of assistance to help you start, expand, grow, and recover your business. This overview presentation covers: introduction to the SBA; SBA resource partner network; access to capital through SBA backed loan programs; and selling to the federal government. Register online for the free webinar at <https://www.eventbrite.com/e/starting-and-growing-a-business-the-sba-advantage-tickets-1660600864889>

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