

NORTH DAKOTA SBDC 2023-2025 STRATEGIC PLAN



Your Ideas - Our Expertise - Your Success

Powering the creation, growth, and success of small business in North Dakota

HUMAN CAPITAL

Optimal Means to Meet Demand

- > **Professional Development**
Refine processes for onboarding and continuing education that leverage all team members specialized areas of expertise, ensuring service offerings meet client demand and are relevant to industry and economy needs.
- > **Organizational Model**
Assess center and staffing structure, establishing processes to augment capacity where required, promote retention, and shape career paths for staff.
- > **Prioritizing our People**
Reinforce our culture of inter-network support and optimize the use of time and energy, thereby improving work/life balance for staff, resulting in high quality services provided to clients and stakeholders.

INTENTIONAL PARTNERSHIPS

Vested and Mutually Beneficial Partnerships

- > **Ecosystem**
Inventory and prioritize our partnerships ensuring they are built on accountability and providing confidence that the relationships are mutually beneficial and reciprocal.
- > **Strategic Positioning**
Routinely create new opportunities to increase awareness and reinforce the strong reputation of our program, highlighting successes and impacts in ways that resonate with various audiences.
- > **Funding Strategy**
Develop a framework of sponsorship level benefits to encourage contributions to local centers for sustained operational support and strategic projects.

PERFORMANCE EXCELLENCE

Be the Model Network

- > **Continuous Improvement**
Systematically review demands, resources, and processes, implement enhancements that promote the highest and best use of network time and resources, while maintaining optimal quality and balance.
- > **Thought Leadership**
Communicate best in class achievements and be recognized for mastery and best practices in all areas of service and operations.

