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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

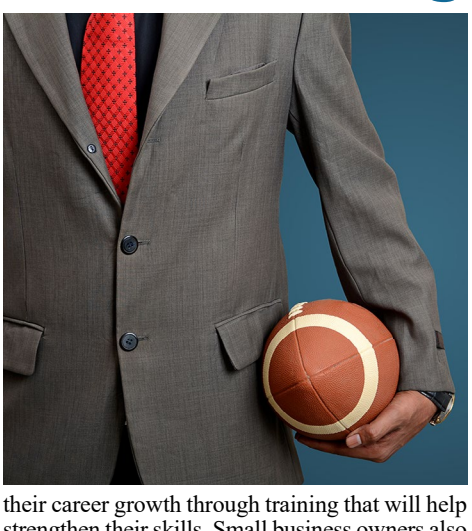
To prepare for a football game, coaches research opponents, develop game plans, and determine the best lineup of players who will help the team win. Similarly, when starting a small business, entrepreneurs conduct market research to understand the competition and the key economic conditions and indicators. 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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MTA Construction and Development Contract No. C1000220416

Bid Date: October 21, 2026

Description of project:
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Many bidding opportunities are available: portable toilets, cleaning, survey, trailers, containers and dumpsters, clearing and grubbing reinforcing, concrete, structural steel fabrication, demolition, haul and dispose of soils and ballast, micropiles, soil erosion and sediment control, cofferdams, electrical subcontractor, vibration monitoring, waterproofing, rock scaling.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Aislinn.Speranza@skanska.com • EOE/Vet/Disabled

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VIRTUAL EVENTS FOR YOUR BUSINESS

2026

Federal Contracting: Woman-Owned Small Business (WOSB) Certification Program Webinar
Thursday, October 8, 2026, 2:00 pm–3:00 pm
Online
Main Sponsor(s): US Small Business Administration, Arkansas District Office
Contact: Suzanne Terrazas, 501-324-7379, Arkansas_DO@sba.gov
Fee: Free; registration required
This webinar will provide valuable insights into the Woman-Owned Small Business (WOSB) Federal Contracting Program certification process, which is crucial for accessing a pool of billions of dollars worth of federal contracting opportunities that are set aside specifically for woman-owned businesses. Your woman-owned small business can obtain federal contracts with less competition if you qualify. To learn how accessing these resources can significantly impact a business's growth and sustainability, and to meet with resource partners who can provide you with free one-to-one consulting, register at https://legacy.sba.gov/event/77955

Federal Contracting for Small Businesses Webinar
Tuesday, October 13, 2026, 12:00 pm–1:30 pm
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-1977729664666

Understanding SBA Programs Webinar
Wednesday, October 14, 2026, 11:00 am–12:00 pm
Online
Main Sponsor(s): US Small Business Administration, Houston District Office
Contact: Elizabeth Charles, 713-773-6505, elizabeth.charles@sba.gov
Fee: Free; registration required
Join us for an informative webinar designed to help entrepreneurs, startups, and existing small business owners navigate the wide range of resources and programs offered by the United States Small Business Administration (SBA), including an overview of SBA's core programs: capital, counseling, contracting, and disaster assistance. Whether you're looking to launch a business, expand operations, secure funding, or recover from a disaster, the SBA has tools to support your goals. Attendees will also have the opportunity to ask their small business questions to mentors/advisors from SBA's Resource Partner Network! Register online for the free webinar at https://legacy.sba.gov/event/78035

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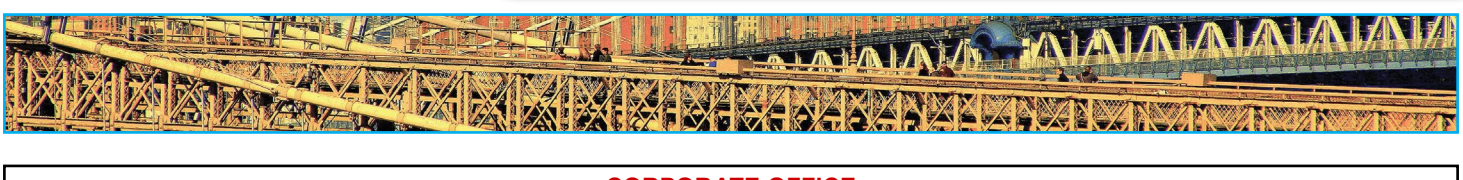

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