Announcer ([00:03](https://www.temi.com/editor/t/PqbrcoCXr-GMos6-DvhRQWYxIGwrFroLBEsGszky55DMbiQQB5GyGSpkx-P1WzsVM4_mG_wgqFNETeUPc0ggVp2FpSs?loadFrom=DocumentDeeplink)):

The Missouri State Journal, a weekly program keeping you in touch with Missouri State University.

Emily Yeap ([00:10](https://www.temi.com/editor/t/PqbrcoCXr-GMos6-DvhRQWYxIGwrFroLBEsGszky55DMbiQQB5GyGSpkx-P1WzsVM4_mG_wgqFNETeUPc0ggVp2FpSs?loadFrom=DocumentDeeplink)):

For small businesses in southwest Missouri, the [Missouri Small Business Development Center (SBDC)](https://efactory.missouristate.edu/sbdc/) at Missouri State University is a valuable resource. It exists to help businesses grow and thrive. With offices located in Springfield and West Plains, Missouri SBDC is part of the [efactory’s](https://efactory.missouristate.edu/) business support program. I’m Emily Yeap.

My guest today is the organization’s director, Chrystal Irons. She joins me to highlight how Missouri SBDC supports small businesses and the resources it offers.

Chrystal Irons ([00:44](https://www.temi.com/editor/t/PqbrcoCXr-GMos6-DvhRQWYxIGwrFroLBEsGszky55DMbiQQB5GyGSpkx-P1WzsVM4_mG_wgqFNETeUPc0ggVp2FpSs?loadFrom=DocumentDeeplink)):

The Small Business Development Center at Missouri State University is part of the efactory team, and we serve as the front door to business resources throughout southwest Missouri. So, we provide one-on-one consulting to small businesses, those that are either looking to start a business or that are in an existing business at no charge. And we do that through grant funding from the U.S. Small Business Administration, and we also provide a wide variety of professional development training non-credit through the university

Emily Yeap ([01:12](https://www.temi.com/editor/t/PqbrcoCXr-GMos6-DvhRQWYxIGwrFroLBEsGszky55DMbiQQB5GyGSpkx-P1WzsVM4_mG_wgqFNETeUPc0ggVp2FpSs?loadFrom=DocumentDeeplink)):

Irons explains how their consultants help small businesses.

Chrystal Irons ([01:16](https://www.temi.com/editor/t/PqbrcoCXr-GMos6-DvhRQWYxIGwrFroLBEsGszky55DMbiQQB5GyGSpkx-P1WzsVM4_mG_wgqFNETeUPc0ggVp2FpSs?loadFrom=DocumentDeeplink)):

When we talk about providing small business consulting, usually businesses are finding us at a stage where they're either looking to start a business, so it's, you know, I have an idea, how do I assess if it's feasible or I'm starting a new business and what are the steps to actually making that a legal business formation?

If they own existing businesses, then they can contact us and we find ourselves really working with them on, we have some financial processes in place, but we're looking to take on a new loan and so we need to apply for that. What does that look like? What's the process for that? Or we have issues with cash flow. And so we need to analyze what's happening in our business, what are our financial statements telling us? And kind of paint that picture. How do we make decisions to move forward?  
  
Or we need to develop a marketing plan. And so our consultants can really help figure out who are your target customers, how do you reach them, and what's the best strategic path forward? We do a lot of assistance in international trade as well. So, if a business is looking to expand and move into international trade, we have expertise around that. We help a lot with tech companies. How do they start those? How do they take on investment? When is the right time for that? Those are the types of things that our consultants are working with business owners on every day.

Emily Yeap ([02:26](https://www.temi.com/editor/t/PqbrcoCXr-GMos6-DvhRQWYxIGwrFroLBEsGszky55DMbiQQB5GyGSpkx-P1WzsVM4_mG_wgqFNETeUPc0ggVp2FpSs?loadFrom=DocumentDeeplink)):

What types of training programs do they provide?

Chrystal Irons ([02:29](https://www.temi.com/editor/t/PqbrcoCXr-GMos6-DvhRQWYxIGwrFroLBEsGszky55DMbiQQB5GyGSpkx-P1WzsVM4_mG_wgqFNETeUPc0ggVp2FpSs?loadFrom=DocumentDeeplink)):

Our training programs are really focused around two different things. So we always are gonna teach around business fundamentals. So we know that the plumber, for example, understands plumbing and how to do that thing. But then the other aspects of owning a business like marketing or human resources may be things that there needs to be some additional training. So we offer a wide variety of what I would call business fundamental training.   
  
In addition to that, we have a lot of different professional development training. So no matter the size of an organization or company, people can send their workforce to us for additional tools and resources to just become a better employee, a better supervisor, a better leader within the organization. And so we talk about a lot of different things like building and managing teams, effective communication, emotional intelligence is a really important one, project management. So we really try to tap into a wide variety of things.   
  
And then we always offer customized training. So a business might come to us and say, you know, we have a team of people we'd really like some additional training around supervision. And so we can put together a tailored program specifically for them and we can do that at any time. And we have certificate programs. So it can be a longer term engagement with us. You really pay as you go and you enroll in courses that you want to enroll in or that your employer wants you to enroll in. But we have like a leadership and management certificate, non-credit, supervision and talent really encompasses our human resources. We have an entrepreneurship and innovation certificate as well as an administrative professional certificate. And all of those, again, are non-credit, but they're 60 hours of training that you would take through our program and they're certified by Missouri State University.

Emily Yeap ([04:08](https://www.temi.com/editor/t/PqbrcoCXr-GMos6-DvhRQWYxIGwrFroLBEsGszky55DMbiQQB5GyGSpkx-P1WzsVM4_mG_wgqFNETeUPc0ggVp2FpSs?loadFrom=DocumentDeeplink)):

Another highlight of Missouri SBDC services is partnerships with courses at Missouri State.

Chrystal Irons ([04:14](https://www.temi.com/editor/t/PqbrcoCXr-GMos6-DvhRQWYxIGwrFroLBEsGszky55DMbiQQB5GyGSpkx-P1WzsVM4_mG_wgqFNETeUPc0ggVp2FpSs?loadFrom=DocumentDeeplink)):

We call these course projects, and that's where we pair business clients with different courses on campus. So for example, every semester we work with the marketing department and we're helping small businesses develop a three prong marketing strategy. We also work with our industrial and organizational psychology department every semester to look at different aspects of human resources, whether it's developing an engagement survey or really looking at their onboarding processes and how they can improve those.   
  
We also work with the marketing department to develop strategic growth marketing plans. And so those are different types of things that if businesses would like to engage students to work on a semester-long project, we're a really great point of contact. And if we don't already have a project, we can certainly make connections within the university to see if there is something that we can work with them on.

Emily Yeap ([05:05](https://www.temi.com/editor/t/PqbrcoCXr-GMos6-DvhRQWYxIGwrFroLBEsGszky55DMbiQQB5GyGSpkx-P1WzsVM4_mG_wgqFNETeUPc0ggVp2FpSs?loadFrom=DocumentDeeplink)):

To connect with Missouri SBDC, visit its [website](https://efactory.missouristate.edu/sbdc/), send an email to [SBDC@MissouriState.edu](mailto:SBDC@MissouriState.edu) or call 417-837-2617. I’m Emily Yeap for the Missouri State Journal.

Announcer ([05:16](https://www.temi.com/editor/t/PqbrcoCXr-GMos6-DvhRQWYxIGwrFroLBEsGszky55DMbiQQB5GyGSpkx-P1WzsVM4_mG_wgqFNETeUPc0ggVp2FpSs?loadFrom=DocumentDeeplink)):

For more information, contact the Office of Strategic Communication at 417-836-6397. The Missouri State Journal is available online@kksmu.org.