

Case Studies

Striking examples of what we achieved for owners of family and closely-held businesses

by Stefan Voswinkel

Project Success through Mentoring

Unleashing entrepreneurial talent to accelerate project success

The Challenge

A large project in a rural area required local expertise and management talent. It wasn't readily available, so a local start-up entrepreneur and a large « outside » company were considering a joint venture to bid for part of the project. How to set up the local entrepreneur, the joint venture partner and the project up for success ?

Our Intervention

- An intensive coaching and mentoring program for the entrepreneur, with regular meetings and milestones : Role as a manager and owner, financial management, positioning of product and marketing, costing and pricing, corporate structure, structure of joint venture agreement, relationship building, people management, quality control.
- Facilitating meetings between joint venture partners and with owner of project.
- Facilitating contacts with advisors (legal and accounting).

Outcome

- Clear expectations about roles, responsibilities and investments (money and effort).
- Roadmap for success : An action plan for the entrepreneur, broken down into doable steps with clear budgets and timelines.
- Building relationships and reputation between the joint venture partners and with the owner of the project – which will carry the project through.

Impact

- A win-win-win: For the entrepreneur, the joint venture partner and the project owner.
- Creating early successes: Awareness of the achievable for the entrepreneur.
- Creating a mindset and structure that will set up the entrepreneur for future success, for example bidding for other projects.



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What does this mean for you? Tell me what you think: stefan@voswinkel.ca

For a discussion about your own business situation and how I may be able to help you, please contact me.

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