

2010 BUSINESS COACHING MANUAL

EXECUTIVE SUMMARY

The Vancouver 2010 Olympic and Paralympic Winter Games and the economic activity leading up to the 2010 Winter Games create business opportunities throughout British Columbia. As part of our commitment to ensure all British Columbians benefit from the 2010 Winter Games, the BC 2010 Olympic and Paralympic Winter Games Secretariat (BC Secretariat), through the 2010 Commerce Centre, has developed the 2010 Business Coaching Manual.

The Manual is a three-step guide for entrepreneurs looking for Games-related business opportunities. It provides business advisors with the materials they will need to help entrepreneurs identify opportunities, evaluate their ability to pursue the opportunities and do the necessary planning and preparation to help ensure success. The Manual complements existing business development services that are available at the 2010 Commerce Centre.

Module One outlines tools and sources of information to assist B.C. companies in identifying and securing Games-related business opportunities and develop winning strategies leading up to, during and after the 2010 Winter Games. It is important for entrepreneurs to have a clear understanding of the business environment surrounding the 2010 Winter Games and how they can position their product or service to match the many opportunities that will arise.

Module Two helps entrepreneurs evaluate their strengths and weaknesses in relation to the business opportunities related to the 2010 Winter Games. It provides tools to assess the financial health of an enterprise, human resource needs, production capacity and service delivery. The goal of the Module is to ensure that entrepreneurs have carefully reviewed all the many demands that will be placed on their businesses before taking on Games-related projects.

Module Three focuses on project planning. Special projects such as those associated with the 2010 Winter Games, require special planning, particularly if they involve additional capital investment or expansion of the business. Entrepreneurs should be aware of what is required when taking on Games-related projects. They need to be prepared to meet the needs and demands of such projects. This awareness will enable entrepreneurs to plan effectively and determine the best strategies to fully utilize their expertise and resources.

The 2010 Business Coaching Manual pulls all these threads together in a package that helps entrepreneurs assess their readiness to take full advantage of opportunities related to the 2010 Winter Games and other major projects. This business education resource will guide them in assessing their businesses and building the resources necessary for success.