

Mastering Hard Conversations

-- How to Talk While Networking: Conversations to Best Explain Your Business--



CommunityWorks
Women's Business
CENTER

Building opportunities for
women entrepreneurs

COMMUNITYWORKSCAROLINA.ORG



OUR PURPOSE & VISION



ANA PARRA
Program Director



SARA CARTER
Program Coordinator

With the increase of women entrepreneurs in South Carolina and the nation, the Women's Business Center aims to **empower entrepreneurs through advocacy, outreach, education and support**. The center focuses on serving **women of color** and those who may be economically disadvantaged – working to offer **comprehensive training and counseling to foster business skills**.

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Lekesa Whitner, Director Start:Me Spartanburg

- Director of Start:Me Spartanburg
- Supportive Services Manager at Northside Development Group
- First woman of color to run for the Mayor of Spartanburg office in 2017
- Adjunct professor at Spartanburg Community College
- Roller-skater!



Tamika Thompson, Beyond This February

- Owner of Beyond This February
- StartMe: Spartanburg Finalist
- SC Community Loan Fund's Leap Program Finalist
- Favorite book genres: history books and intriguing fiction books.



BEYOND
THIS FEBRUARY

Know Your Self....

- Be authentic.
- You don't have to be a public speaker or extrovert to be a successful entrepreneur.
- A great business story is a great human story.

Know Your Business...

- Understand your why and know it has value.
- Speak to the problem that you are solving and be passionate about your solution.
- Know the numbers.

Know Your Industry...

- Focus on what sets your business apart – often that something is YOU.
- Don't be limited by the status quo of the industry you're joining.

Know Your Audience...

- Be collaborative.
- Listening is just as important as sharing about your business.
- It's about more than just money.

Questions?

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Tamika Thompson, Beyond this February

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