

# Additions to COVID-19 Recovery Program

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The Great Lakes Women's Business Council's Women's Business Center is dedicated to providing continued support to impacted businesses our COVID-19 Recovery program. Congratulations to Benita Tyler who is joining our CEED Lending team as the Loan Client Success Coach. Thank you for your service to the COVID-19 Recovery team.



We are excited to announce the addition of a team of experienced counselors to provide one-on-one coaching. The Business Development team has specialties in finance, operations, and marketing strategy.

### Businesses who are eligible:

- Businesses that have been detrimentally impacted by COVID-19 with a loss in revenues, employees, or reduced operations as a result of the pandemic.
- Businesses that were operational as of February 15, 2020 and generating revenue when the COVID-19 pandemic struck in March of 2020.

## Meet the Business Development Team

### Finance:

#### Lawrence Jackson, Emerging Enterprise Group

Lawrence F. Jackson is a respected advisor and business advocate, working both profit and nonprofit businesses. His strength is the development and implementation of strategic action plans. Lawrence's experience is the basis for his in-depth knowledge and expertise in: Commercial and Retail Banking Products; Analysis and Problem Solving; Financial Analysis And Projections, Business Planning, and the Presentation of seminars and workshops. Mr. Jackson has



## Women's Business Center

### Special points of interest:

- > Women's Business Center's core services include counseling (individual and group), group mentoring, and training (live and web-based) through its customized workshops, execWE® event, and the Michigan Women's Marketplace.

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## Meet the Business Development Team continued...

(Lawrence Jackson from page 1)

assisted and coached 100's of businesses through his Consulting Firm Emerging Enterprise Group. The mission of the Emerging Enterprise Group is to develop the Business Intelligence of Entrepreneurs to Change the economy from the Bottom up. Mr. Jackson is a Certified Business Consultant. He Holds a Bachelor of Science Degree in Finance from Wayne State University and a MBA from Davenport University.

### Operations:

#### **Laura Sigmon, Best Practices Consulting**



Laura Sigmon has more than two decades of senior corporate management experience with demonstrated abilities to anticipate and capitalize on market trends. Her career accomplishments are steeped in her ability to identify profit potential, and position business units or segments to maximize market share. Laura acquired her management experience by controlling regional business units for FedEx National, USF Holland and United Parcel Services (UPS). She has strong management oversight as a

change agent including strategic planning, human resource management, operations improvement, budget/finance and sourcing.

She has devoted her entrepreneurial pursuits to developing and growing small businesses throughout the State of Michigan. She has successfully helped to launch and expand more than 700 small businesses in Metro Detroit and more than 90 small businesses in Flint, Michigan. Laura holds an MBA in Business Administration with special concentration on her undergraduate degree in Management and Organizational Development.

If the plan doesn't work,  
change the plan not the goal.



People don't only  
use a coach when  
there is a problem  
with their  
technique; they  
understand that  
no matter how  
good their  
technique is,  
there is always  
room for  
improvement.

John Perry



Virtual Sessions

## Meet the Business Development Team continued...

### Marketing

#### **Lydia Michael, Blended Collective**

Lydia Michael is the President and Owner of Blended Collective, a multicultural marketing and brand consultancy. A thought leader in multicultural marketing, diversity and inclusion, Lydia focuses on helping brands reach and engage diverse audiences and consumers through brand, content and multicultural marketing strategy, which requires an authentically and culturally engaging approach. Her project work includes Deloitte and L'Oréal during her time in Germany. In recent years, Lydia received several diversity and marketing-centered awards for her work through Blended Collective. She leads workshops and trainings, and speaks to audiences about topics such as multicultural marketing, diversity and inclusion, entrepreneurship, and leadership. Lydia holds a B.S. in Marketing from Wayne State University in Detroit and an M.B.A. in International Management from Pforzheim University in Germany.



**A good plan is like a roadmap, it shows the destination and the best way to get there.**

**The best coaches know what the end result looks like, whether it's an offensive play, a defensive play, a defensive coverage, or just some idea of the organization.**

**Vince Lombardi**

## Count Me In!

### I Need Recovery Counseling

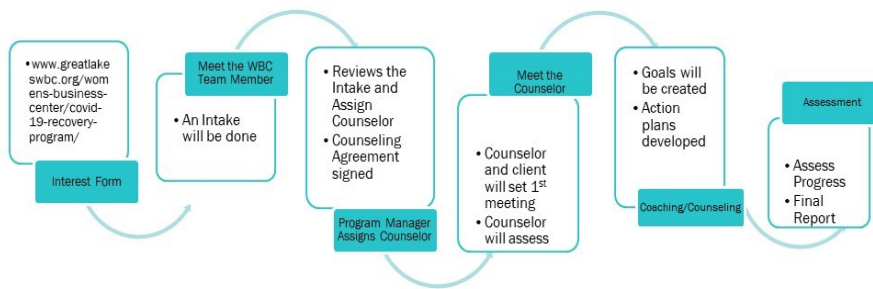
- STEP 1** Complete the COVID-19 Recovery Program Interest Form
- STEP 2** Participate in Client Interview
- STEP 3** Receive Business Development Counselor Assignment
- STEP 4** Schedule Business Counselor Meeting
- STEP 5** Meet with Business Development Counselor
- STEP 6** Assess Progress toward set goals

**Be prepared to do the Work.**



## Process Illustrated:

# COVID-19 Recovery Program Counseling Process



Women's Business Center

We're Here to Help!

Great Lakes  
Women's  
Business  
COUNCIL  
*Accelerating business growth*

Primary Business Address:  
33109 Schoolcraft Road  
Livonia, Michigan 48150

Main Phone: 734-677-1400

Website: <https://www.greatlakeswbc.org/womens-business-center/>

## About the Women's Business Center

The Women's Business Center (WBC) is hosted by the Great Lakes Women's Business Council in Livonia, Michigan. Since 1994, the center has served as a U.S. Small Business Administration's (SBA) Women's Business Center. We have built a reputation as being the experts in the community when it comes to business growth and sustainability programming for women.

Great Lakes WBC's Women's Business Center remains fully committed to accelerating women-owned businesses, even amidst COVID-19. The Women's Business Center, thanks to funds provided by the SBA, have started a COVID-19 Recovery Program that will provide mentoring, business coaching, and other resources to women-owned businesses that were affected by the recent economic recession due to the pandemic. This assistance program will provide much-needed relief to these businesses and thereby support the continued forward progress of women-owned businesses in Michigan and the United States.

**WBC Hours** By Appointment Only  
After hours appointments available  
Monday-Friday | 9:00 am — 5:00 pm eastern

