

Our Commitments

- Quality of service
- Delivery of consulting services
- Experience and depth of knowledge of consultants
- Ability to create relationships with key audiences
- Customer service experience delivery
- Breadth and scope of services
- Knowledge to help small businesses grow and succeed
- Access to resources and information

Our Purpose

We exist to amplify and champion the collective voice of small businesses and ensure that every small business in the state of Florida has access to the assistance, tools, and resources they need to start, grow, and thrive.

Our Core Values

- Inclusivity
- Collaboration
- Innovation
- Dedication to People
- Mission-Driven
- Relationship-Building



VISION 2025 | Innovating the Future

Florida's Principal Provider of Business Assistance [288.001, Fla. Stat.]

Helping small businesses launch, grow and thrive

Driven by its mission, Vision 2025 defines the Florida SBDC Network's path towards the objective of this plan: To become a forward-thinking, innovative small business resource model for the nation. Comprehensive and action-oriented, this plan guides our investment in human capital and material resources as we strengthen our people, products, processes, performance, progress and perception. We ask our stakeholders to join us as we pursue our vision to become a national leader in helping small businesses launch, grow and thrive.

Our Mission

As Florida's trusted principal provider of business assistance, we help small businesses launch, grow, and thrive through expertise, resources and advocacy.

Helping Businesses Grow & Succeed



The Florida SBDC Network is a statewide service network of more than 40 centers funded in part through cooperative agreements with the U.S. SBA, Department of Defense, State of Florida, and other private and public partners; hosted by the University of West Florida; and nationally accredited by the Association of SBDCs.



The largest network of small business consultants in Florida.

Florida SBDC Network
STRATEGIC PLAN 2022-2025
EXECUTIVE SUMMARY

VISION 2025 | Innovating the Future

To be recognized by local and state stakeholders as the preeminent, go-to program and resource for small business consulting, research, knowledge, and data that supports the diverse Florida small business landscape.



PEOPLE

Invest in Opportunities That Enhance Capacity & Capability and Recognize Success

To foster an environment that attracts and retains a workforce that is engaged, supported, and motivated to advance the mission and vision of the network

Attract, retain, develop and engage mission-driven staff and consultants

Create a diverse, equitable, and inclusive network of professionals that reflect the communities we serve, while supporting regional and statewide goals and outcomes

Maximize cooperation, collaboration and connection across the network

Award top performers and excellence among staff across the network



PRODUCT

Diversify, Enhance and Expand Service Offering

To enhance key products and services that meet the needs of our clients and the communities we serve, while maximizing client satisfaction, quality, and impact of services and ROI for stakeholders

Align the Florida SBDC platform to meet and exceed SBA and state statutory performance measurements

Maintain high professional and workforce standards

Develop and standardize evolutionary products and services through network subject matter expert inputs and feedback

Maximize innovative approaches and solutions for efficient and effective service delivery

Eliminate cultural and linguistic barriers to access our services

Create a proactive approach to business continuity and disaster recovery for our Florida small business community as well as focus on allocating support to our peers in the time of need



PROCESS

Develop and Enhance Key Business Processes and Service Delivery Models

To create an operating environment that improves and enhances quality and efficiency of service delivery, and promotes innovative processes

Create, develop and establish efficient systems for measurement, process change, and operations to handle future growth (Work smarter not harder)

Maintain standard operating procedures that are concise, measurable, organized, and provide clear direction

Create a trusted, transparent, and predictable Application for Continued Funding (ACF) process that is seamless from start to SBA submission of proposal

Evaluate and develop efficient and effective customer centric interactions that support the growth of our small business community



PERFORMANCE

Maintain Accountability Through Transparent Measurement

To create a performance measurement system that ensures understanding and accountability for organizational performance and drives daily behavior

Create an inclusive environment at all levels for understanding, accountability, and importance of organizational performance to meet performance metrics and continued funding

Define peer networks and other key state, national, and private organizations for performance benchmarking

Support regions as needed to meet and exceed KPIs

Leverage the ASBDC, SBA, DoD, and other key stakeholders to help drive realistic KPI outcomes

Create, maintain, and enhance a robust strategic system for attribution



PROGRESS

Position the Network to Sustain Current Successes and Create Strategic Growth Opportunities

To be valued and funded as Florida's principal provider of business assistance in which all business development programs are modeled and measured

Pursue opportunities to increase network funding in a targeted and strategic manner

Define and create strategic relationships for progress with key stakeholders that support and bolster the mission of the Florida SBDC Network

Utilize the SBDC foundation to support key objectives and KPI deliverables for the benefit of all nine regions

Capitalize on the Florida SBDC foundation to integrate, highlight and connect the entrepreneurial ecosystem in Florida

Cultivate relationships with banks and other strategic partners to better connect clients with access to capital opportunities



PERCEPTION

Elevate the perception of the Florida SBDC Network brand

To strengthen the value and equity of the Florida SBDC Network brand and positively influence network perception among key audiences.

Amplify the collective voice of small businesses and showcase them as the heroes they are to our communities

Create a statewide strategic communication and engagement plan to elevate our network brand, tell our story and share the value of our network to our stakeholders

Expand outreach to underserved communities

Develop clear brand identity, greater brand cohesion, communications consistency, and unity across our network

Build upon the culture of the network through internal communications, better sharing of resources, and other initiatives

OUR VISION | The Florida SBDC Network will become a forward-thinking, innovative small business resource model for the nation.