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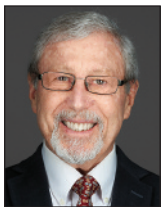
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**Small Business
Resource Association**



THE SBRA COMMUNITY

Should you KNOW what you don't KNOW?



**By Gary Seibert, CEO,
Small Business Resource Association**

That might sound like a trick question but, quite honestly, it comes from the statement "it's not what you know that gets you into trouble, it's what you don't know". I have discovered in my 50+ years of being in business that lack of knowledge, as well as the lack of applying knowledge is the primary cause of business stress and in many cases failure.

With over 15 years of doing business in the Far East, I learned from their culture that very few young people had top executive jobs, and, almost every CEO was well into their 60's if not older. This was the result of their belief that a person needed to develop WISDOM before they would possess sufficient KNOWLEDGE to be responsible enough to run a business. Knowledge is an accumulation of facts, information and skill acquired by a person through experience and education. In other words, these executives not only spent years learning everything about their business, but equally important, they knew how to recognize areas of the business they were unfamiliar with. They could spot a problem and get help before the situation got out of control. Conversely, our culture and the way of doing business in America allows someone to start a business at almost any age, regardless of their experience. These young entrepreneurs may have a saleable skill but in most cases they lack the experience and knowledge to establish and run a business.

Therefore, I would like to focus the subject of this article on reasons why many people may not know what they need to know and why they don't apply new found knowledge once they've learned it.

Let's start with "what you don't know". In all my years I have never met anyone who knows everything, however,

I have met many people who profess to know everything. They have several business degrees, they've read numerous books, attended workshops and seminars but they have never owned a business or worked in a managerial position that allowed them to deal with the everyday challenges of running a business. They are book smart but not street smart. As a first-year high school teacher, I had a college education with a degree in teaching, but I learned more in the first couple of months of actually teaching than the entire four years in the college classroom. Had it not been for several great seasoned teachers that took me under their wing and mentored me, I may not have survived the first year. I was book smart but not street smart. Situations popped up that I never anticipated and I had no "facts, experience or skill" to help me make decisions. (Thank you, Mr. Mentzer for bailing me out many times). I knew how to teach but I did not have the knowledge or experience to adequately deal with the different personalities and behaviors of my High School students. Lesson #1-surround yourself with people equal to or better than yourself and don't be afraid to ask them for advice and help. Learn from their mistakes, not your own, and their successes. You will become much more successful, quicker and with a lot less pain, stress and financial loss.

Now let's look at "why people don't apply the knowledge they've learned"? You may recall a quote of mine from a previous article, "knowledge without application is wasted". Some people are actually paralyzed by knowledge. They have so much of it that they can't choose which answer is the best one to apply to a situation and therefore they do nothing. Other people suffer from the "fear of failure" and

therefore put off making decisions. Others just don't know what to do and hope and pray that the situation will, "just go away". A problem usually doesn't "just go away", in fact, it usually grows and gets worse. This "procrastination" is a real problem in today's business culture. People expect immediate gratification whether it be answers to questions, deliveries, products, services, project completions – they want it "NOW". Procrastination is not acceptable and will destroy employee morale, customer confidence and business success. So how do you deal with these situations?

My experience has taught me to let go of my PRIDE, overcome my FEAR and stop PROCRASTINATING. Put together a team of trusted people (employees, friends and/or outside consultants) that can provide solutions to problems you're faced with that may be beyond your experience, knowledge or skill set. Allow them to share their perspective on how to find the answer that will result in what is BEST for your employees, your customers and the success of your business. In other words, pull

other people into your decision-making process and together you will make quicker and better decisions. Their experiences will also help you address situations that you never anticipated and most certainly had no answers for.

So, should you know what you don't know? It's not a matter of should you, it's a MUST. Because it is most likely what you don't know that will get you into trouble. Be a Smokey the Bear and not a Firefighter. Ask questions, surround yourself with a great team of mentors, be in-tune with your employees and your customers and learn what you don't know. Your stress level will go down and you will have a more successful and profitable business.



SBRA Business Spotlight



Small Business Resource Association's South Central PA Chapter at the Hive

The Hive E-Town: Unique small business headquarters in Central PA.

Phone: 702-467-7005

Websites: hubonmarket.com

sbrassociation.com/chapters/pa/elizabethtown



NEW OFFICE OPTIONS FOR SMALL BUSINESS OWNERS PROVIDE RESOURCES FOR GROWTH



By Stacey Derck, Hub on Market, Executive Director, South Central PA SBRA Chapter

A long time ago, somewhere around 1889, a beautiful building was constructed at 206 S. Market

Street Elizabethtown, PA and Roth's Furniture was launched. Decade after decade, the store grew in size and height, eventually reaching 2 levels with a large basement, ending around 30,000 sf. After multiple owners, managers and a few various business ventures, Market Street Venture Group, LLC purchased the building in August 2015 and soon after the renovation of what was now a greatly under-utilized building began.

After two years of demolition, design and re-construction, this newly renovated space re-opened with beautiful retail spaces, as well as a delightful coffee house, and finally in March 2019 a unique flex office / co-working space with an industrial and modern barn-feel ambiance known as "The Hive E-Town".

Boasting 20 private and unique Office Spaces, a large Dedicated Desk area, a spectacular Member Lounge / Hot Desk area and multiple conference rooms along with beautiful event rental space, The Hive E-Town has become Central PA's Creative Workplace.

Why is flexible office such a hot commodity in these pandemic filled times? With many businesses downsizing their commercial space, Flex Office Space is a beneficial arrangement where companies and their employees can have their own office while sharing other office amenities such as meeting rooms, high-speed internet, in-house printing services, reception desk, mailing services and package acceptance, as well as cleaning services or snow removal. When choosing office space for your business, there

are other things to consider that just the size of the space. Considering an office environment where additional resources are included in the lease agreement makes a lot of sense. It's also smart to join a community of tenants that provide products or services that compliment your business.

Our original vision for the Hive E-Town was to create a connected community of businesses that could grow their businesses together . . . through business-focused events, business growth opportunities and similar activities . . . so imagine our delight when we were asked to become the Small Business Resource Association's South Central PA Chapter!

By partnering with the SBRA, we have now brought in an organization that's total focus is specifically on your company and your employees! It will help grow your business and help you achieve your financial goals.

The SBRA provides amazing networking opportunities, business planning and strategy assistance, business marketing and promotional assistance and events, and other significant discounts to its members, along with keeping you on the forefront of business trends and other opportunities for your company. As a member, you have the opportunity to take advantage of all the resources that the SBRA provides and become an active member within the business community in central Pennsylvania.

This newly-formed Chapter covers twelve counties in Central Pennsylvania. We hope you'll take a look at all of the great benefits the SBRA provides on our website at <https://www.sbrassociation.com/> as well as read Member Testimonials to see for yourself the impact this amazing organization has on over 440 current companies.

We invite you to stop by The Hive E-Town or join us for one of our 120 Mingles so you can truly experience what the buzz is all about.

SBRA Monthly Member Shout Out

Members Helping Each Other Grow



solve-it-sol.com



millerlawgroup.net



morefield.com



jtsgourmetdeliveryllc.com



sottosantilawn-care.net



ultimatecomforthc.com

NEW SBRA MEMBERS

- Excellence-In...
- Sensory Concepts Orthopedic & Medical Massage
- Social Enterprise Institute USA
- Solve IT Solutions
- American Insuring Group

See the full member directory at <https://www.sbrassociation.com>

SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays
information. sharing. motivating.



free to the public, registration at <https://www.sbrassociation.com/#EVENTS>

• Tuesday, October 12th – 9:30-10:30 a.m. – SBRA Workshop

"Upcoming Social Media Trends Small Businesses Can Leverage" virtually on Zoom, presented by Bell Media Group.

120 MINGLE NETWORKING

Check sbrassociation.com/events for locations and times.



Learn How the SBRA Can Help Your Business Grow – Membership Benefits Update

Wednesday October 27th, 9:00-9:30 a.m. via Zoom register at: <https://www.sbrassociation.com/#EVENTS>