

MyBizForum provides peer support for small businesses

11,000 small businesses are started every day around the world and a startling 96% fail within the first 10 years.

This September, a peer group called MyBizForum will launch in Ontario to help small business owners get the support they need to join the 4% that succeed.

For those who gross over a million dollars, there are a number of support groups and networks. But, the smaller business owner is often isolated and left to work through their questions and problems alone.

This can be stressful and lonely. MyBizForum President Les Rubenovitch feels strongly that owning a small business should be a positive thing; one that offers independence, challenges, opportunities for wealth and happiness, and eventually provides a flexible lifestyle.

That is why MyBizForum works to help entrepreneurs connect with others like them who can relate and provide a second set of eyes and ears.

With over 30 years of experience working with, running and coaching small businesses, Les Rubenovitch knows firsthand that starting a business isn't easy. His goal is to offer critical resources and create a support system around frequently neglected small business owners.

Les believes that small businesses are the core growth engine for their country and that they should lean on each other in order to succeed.

MyBizForum is a growing group of like-minded entrepreneurs who believe in peer support and see the benefit of running ideas and challenges by a group of caring and supportive individuals, he says. If you believe that telling your story and receiving feedback gives you a chance to evaluate, change and improve your own creative ideas and solutions, then you would be a perfect fit with MyBizForum.

The goals of MyBizForum are two-fold.

To provide a supportive space for small business owners to meet and share ideas, issues and challenges.

To provide practical, essential resources to small business owners.

MyBizForum meetings are structured and members take turns giving presentations about their business, and getting feedback from their group. Topics for the presentations are optional, but Forum members are invited to present on the 12 essential items small business owners need to understand and master in order to succeed and thrive, for example identifying market trends, developing a 1-page plan and creating a core metrics dashboard to monitor their progress towards their business goals.

The MyBizForum.com website contains a stream of blog posts that curate content of interest to small business owners. Members also receive exclusive access to a repository of valuable information, templates and tools that benefit any small business owner.

An information session will be held in Shelburne on Tuesday, September 20, from 6.30 to 7.30 p.m. at the Shelburne Public Library, 201 Owen Sound Street and in Orangeville on Monday, September 19, 6.30 to 7.30 p.m., at the Orangeville Public Library, 1 Mill Street.

For more information about MyBizForum, email: info@mybizforum.com or phone: 519-766-5828

