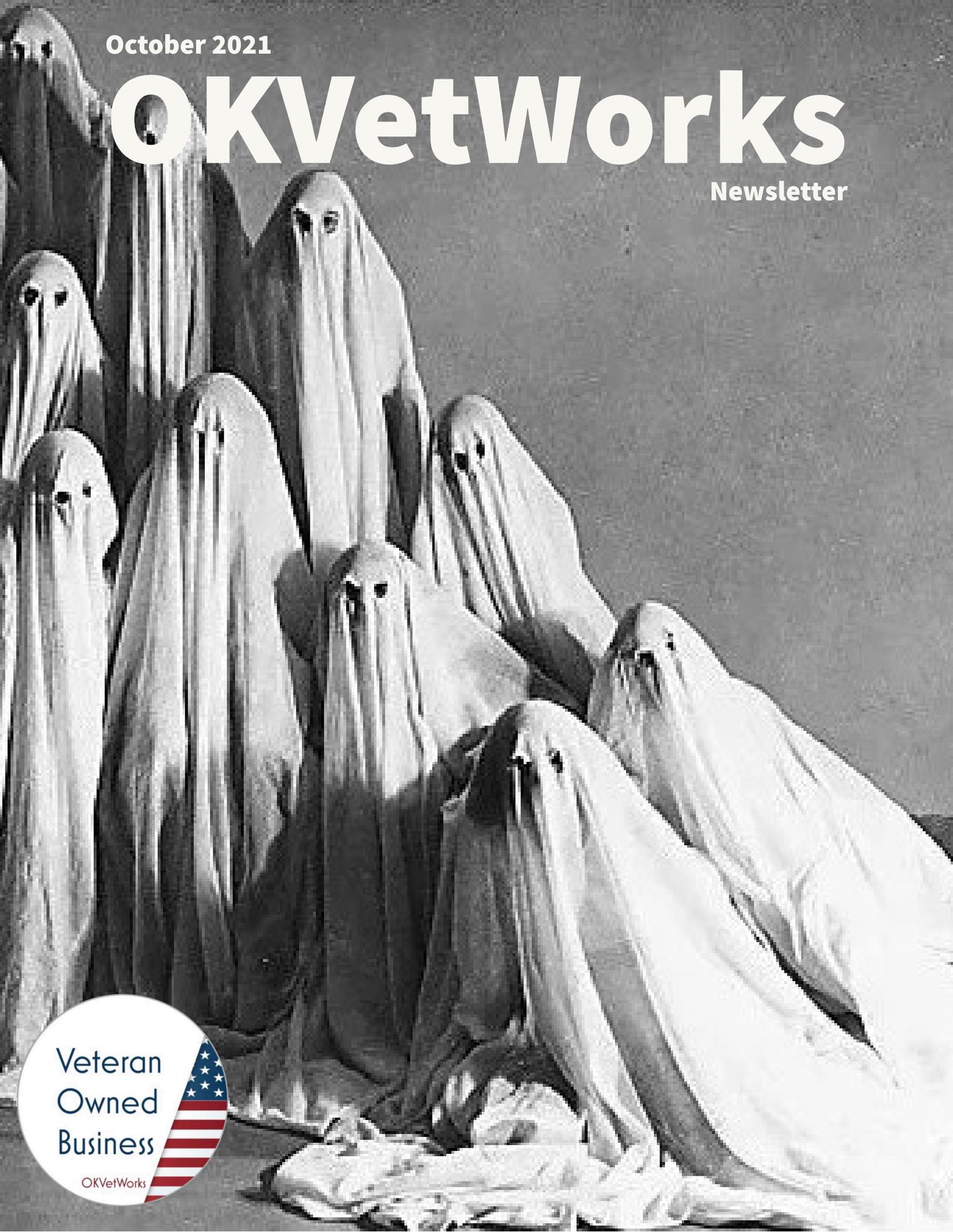


October 2021

# OKVetWorks

Newsletter



Veteran  
Owned  
Business



OKVetWorks



**Happy fall Ya'll!**

**I hope the cooler weather is bringing much needed relief and a fresh outlook to the future.**

**I just returned from Dallas after attending the Syracuse University Institute for Veterans and Military Families annual Edge Conference.**

**I HIGHLY recommend that if you have the opportunity to attend this conference that you take full advantage and attend. This conference was an intense 3 days of classroom study on how to start, grow, and improve you businesses.**

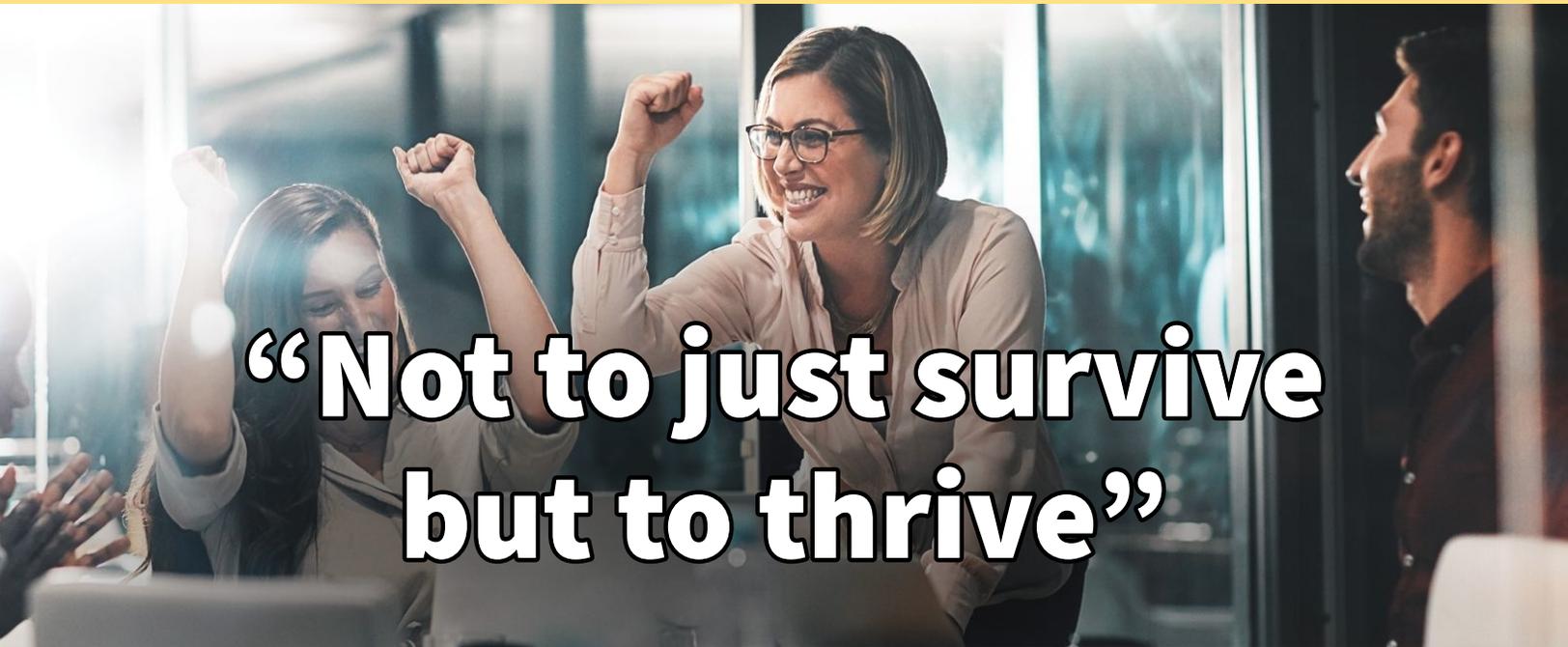
**Courses ranged from “Doing Business with Big Business” to website critiques. There were tons of networking opportunities and much more.**

**Some of you may receive phone calls or emails from other Veteran Owned Businesses that may be able to provide products or services to help you enhance your product lines or expand your services.**

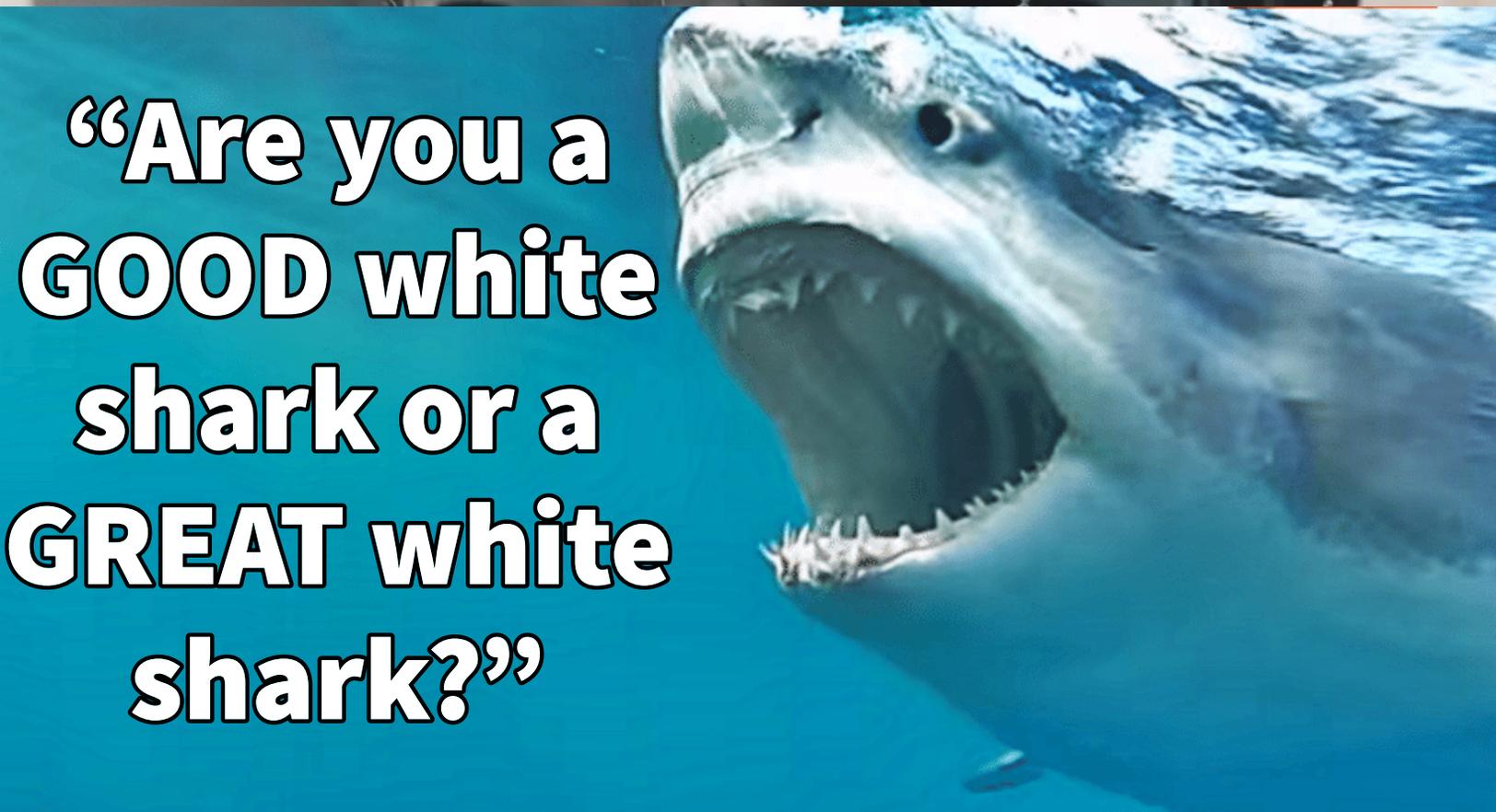
**I also had the opportunity to meet with several other organizations about bringing similar events, such as Edge, to Oklahoma. The opportunities may come, in collaboration, from groups such as the Enlisted Leadership Foundation, the Veterans Business Outreach Center (VBOC), Skills for Life Foundation and many more.**

**On the following page you will find a couple of quotes that I hope you find helpful and inspiring, like I did.**

# Thought Provoking Quotes to Ponder



**“Not to just survive  
but to thrive”**



**“Are you a  
GOOD white  
shark or a  
GREAT white  
shark?”**

**One quote definitely leads to the other.  
Where are you with your business?**

*A bit of*  
**HISTORY**  
*Oct. 17-25,  
1944*



**October 17-25, 1944 - The Battle of Leyte Gulf, the largest naval battle in history, took place off the Philippine Islands, during World War II in the Pacific. The battle involved 216 U.S. warships and 64 Japanese ships and resulted in the destruction of the Japanese Navy including the Japanese Battleship Musashi , one of the largest ever built.**





# VETERAN ENTREPRENEURSHIP

## VETERAN ENTREPRENEURS:

- ▶ Are more likely to own a business than nonveterans
- ▶ Tend to out-earn nonveteran entrepreneurs
- ▶ Are diverse in age, race/ethnicity, disability, and experiences
- ▶ Entrepreneurial activity may vary by age, gender, race/ethnicity, and length of service



## TRAITS OF HIGH-PERFORMING ENTREPRENEURS:

- ▶ Good decision-making in chaotic environments
- ▶ Confidence in ability and skills
- ▶ Independence
- ▶ High self-efficacy



SKILLS LINKED TO MILITARY EXPERIENCE



## MOTIVATIONS FOR PURSUING ENTREPRENEURSHIP



## THREE CENTRAL BARRIERS/THEMES FACING VETERAN ENTREPRENEURS

### ACCESS TO FINANCIAL CAPITAL



### PEOPLE AND SOCIAL CAPITAL



### DECISION MAKING



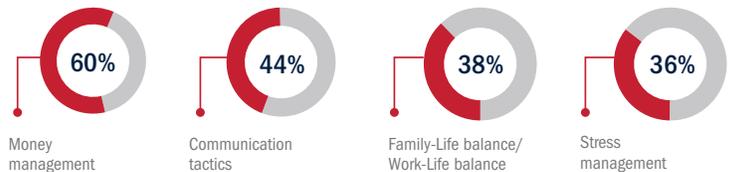
## VETERAN RESOURCES

### RESOURCES VETERAN ENTREPRENEURS FIND MOST HELPFUL

- ▶ Education
- ▶ Mentorships
- ▶ Business Planning/Business Plan Write-Up
- ▶ Networking/Peer Network
- ▶ Information On/From Conferences and Workshops
- ▶ Social Media/Website
- ▶ Marketing Strategies



### RESOURCES THAT WILL BENEFIT VETERAN ENTREPRENEURS AND THEIR FAMILIES



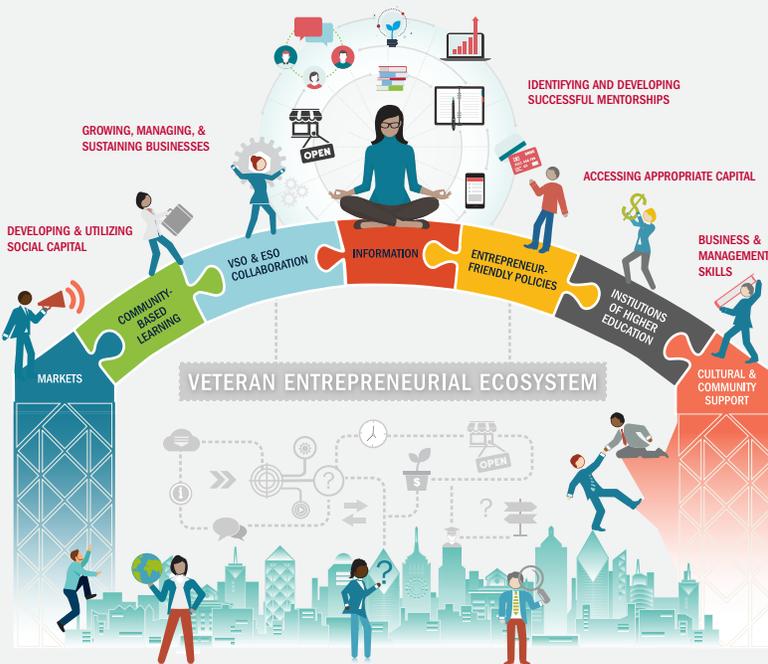
## VETERAN ENTREPRENEUR ECOSYSTEMS

**COMMUNITY-BASED LEARNING & SUPPORT**  
Help veterans grow their informal and formal networks by connecting them with others.

**COLLABORATION BETWEEN VETERAN & ENTREPRENEURSHIP SERVICE ORGANIZATIONS**  
Increased collaboration and coordination across and between services can help veterans identify appropriate support and resources for their business.

**ENTREPRENEUR-FRIENDLY POLICIES**  
Policies that encourage entrepreneurial endeavors have been shown to positively impact entrepreneurial ecosystems.

**INFORMATION ON EDUCATIONAL RESOURCES & PROGRAMS**  
Information will help veterans better understand which programs and services are best for them considering the current state of their business (i.e., ideation, startup, and growth).



★ INSTITUTE FOR VETERANS AND MILITARY FAMILIES/Syracuse University

**ARSENAL**  
ARMING YOU FOR SUCCESS IN ENTREPRENEURSHIP

**HELLO  
ALICE**

in partnership with

 **Alibaba.com**

# **Alibaba.com Grants Program**

**In partnership with Hello Alice, Alibaba.com is awarding \$500,000 to help U.S. online entrepreneurs bring their innovative product and/or go-to-market ideas to life through the Alibaba.com Grants Program. Fifty recipients will each receive \$10,000 to support their business.**

**Eligible small businesses can apply to the Alibaba.com Grants Program. Fifty recipients will each receive a \$10,000 grant. Apply today by sharing what makes your business model, product design, or marketing strategy innovative!**

**To be eligible for the Alibaba.com Grants Program, registered U.S.-based businesses must have a new or existing Alibaba.com account. Preference will be given to small businesses who have sourced from Alibaba.com before October 21, 2021. For full eligibility requirements, see the official rules.**

**For more information go to  
<https://alibaba.helloalice.com/>**



## **We are presenting awards valued at over \$80,000**

**The StreetShares Foundation is back with Military Entrepreneur Challenge grant program! This award is in partnership with Samuel Adams Brewing the American Dream initiative, the Humble Alpha Veteran Empowerment group, Holland & Knight LLP and Synergy Learning Institute!**

### **TAKE A LOOK AT THE 2021 MILITARY ENTREPRENEUR CHALLENGE**

**The first place grant recipient will receive the following:**

- **\$15,000 in grant funding from the StreetShares Foundation**
- **\$25,000 in pro bono in-kind legal services from Holland & Knight**
- **\$10,000 in scholarships from Synergy Learning Institute**
- **An article feature in the online military community publication, We Are the Mighty**
- **A free ticket to the Humble Alpha Veteran Empowerment Business Accelerator in Houston, TX on November 7**

**The second place grant recipient will receive the following**

- **\$6,000 in grant funding from the StreetShares Foundation**
- **\$5,000 in scholarships from Synergy Learning Institute**
- **A free ticket to the Humble Alpha Veteran Empowerment Business Accelerator in Houston, TX on November 7**

**The third place grant recipient will receive**

- **\$4,000 in grant funding from the StreetShares Foundation**
- **\$3,000 in scholarships from Synergy Learning Institute**
- **A free ticket to the Humble Alpha Veteran Empowerment Business Accelerator in Houston, TX on November 7**

**Each finalist will receive**

- **\$1,000 in scholarships from Synergy Learning Institute**
- **A free ticket to the Humble Alpha Veteran Empowerment Business Accelerator in Houston, TX on November 7**

**Submit your application before the October 12 deadline!**



## **How do I begin the process of a reorganization?**

*Below are steps to help you in your reorganization.*

### **STEP 1 – Define the Problem**

- Determine whether existing jobs and structures are meeting department goals
- Consider what factors contribute to effectiveness of jobs and structure
- Identify methods for collecting input from staff
  - Verbal, written, and surveys
  - Problem-solving teams
  - Review committees

### **STEP 2- Identify New Structure**

- Distribution of functions throughout the organization (definition of functions to be performed, groupings of functions, and the relationships among functions)
- Vertical and horizontal authority relationships
- Think outside of the box – are there other units doing similar work? Can a strategy to capitalize on economies of scale to reduce redundancies across campus?
- Communication/decision-making process (how formal decisions are made and by whom, and the information system established for decision-making)
- Internal departmental policies (the decisions, rules, or guidelines established in production, personnel, purchasing, research and development, and other areas)
- The attributes of department employees (includes abilities, skills, experience, and other behavioral issues)

### **STEP 3- Develop a Reorganization Proposal**

- Timeframe
- Reasons for reorganization
- Before and after organization charts
- Position descriptions for new, changed positions
- Names, titles of employees to be affected by changed, new reporting lines, physical relocation, reduction in time, or salary implications
- Review of Affirmative Action impact (if applicable)
- Determine skills needed for each position
- Compare current skills with what is needed
- Determine training needs and resources
- Clarify mission, goals, and standards for success

#### **STEP 4- Create a Communication Plan**

- Identify the different groups who will need communication and the different messages/information they will need
- Determine series of review and update meetings with leadership
- Determine schedule of informational meetings with staff
- Plan communications outside department to announce reorganization
- Set up individual meetings with employees whose jobs will change significantly
- Review, reassess, and gather input during implementation
- Determine methods to get feedback during implementation
- Facilitate communication by remaining open to suggestions and concerns
- Schedule regular staff meetings
- Encourage all team members to share information
- Support brainstorming and consensus decision-making where appropriate
- Include systems that will provide regular feedback from management, staff, and client groups

#### **How do I ensure my department is accepting and not resistant to the reorganization?**

- The purpose of the reorganization needs to be clear. When employees don't understand why changes are implemented, anxiety and suspicion often fill the information vacuum.
- Employees must understand the need for the change. Even if employees understand the reasons for change they may disagree with management's perspective and decisions made.
- Employees must be involved in the planning. People support what they helped create. If employees do not believe they have enough input in planning change, resistance may increase.
- Communication regarding the reorganization is clear and frequent. Even if the change affects only one other person, communication can be easily distorted.
- Key people in the organization must advocate the change. If employees believe their boss or other important individuals/groups don't support the change, acceptance is difficult to secure.
- Avoid excessive pressure. When employees are already feeling overworked, the additional pressure brought on by the change may create resistance.

- Communication to all stakeholders that the initial restructure is a work in progress and some aspects may need to change as the new duties and responsibilities become a part of the day to day operation.
- Employees may need to be reassured in the following areas:
  - No negative impact on their social relations. If employees view the change as adversely affecting the way they relate to people significant to them, acceptance is reduced.
  - Will not decrease their autonomy, the level of challenge the job offers, the type of feedback they receive, or the degree of importance the organization places on their jobs.
  - If employees have been exposed to a long history of poorly-executed changes. If the employees believe that the organization is involved in another ill-planned reorganization, their enthusiasm will be greatly diminished.
  - Mistakes will happen. The employees cannot fear failure. Change involves learning and learning usually involves mistakes; when people are not given the freedom to make mistakes while learning, they may be afraid and easily discouraged.
  - The employees may lack confidence in their capacity to implement the change, or in management's commitment to the training they need.
  - Employees perceive that organizational objectives of the change and their own personal goals are incompatible. Resistance is increased if employees believe the change will block or significantly restrict the achievement of their own personal ambitions.

### **Why is communication critical in a reorganization?**

#### **To Get Information Out**

- To clarify the reasons for change
- To describe the benefits of the change
- To offer a detailed picture of the new organization
- To describe how the change will take place
- To provide information on support/resources

#### **To Gather Information**

- To get input from the people affected
- To get feedback on how the change is proceeding

#### **To Affect Attitudes and Behavior**

- To show that change is a beginning, not an end

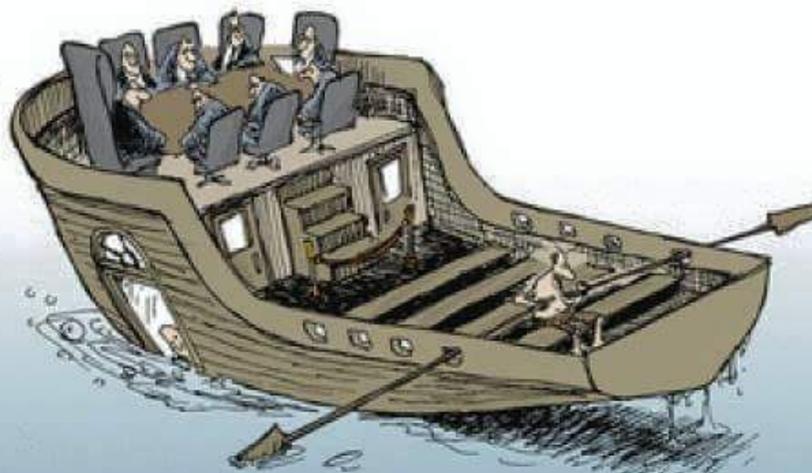
- To create an atmosphere that supports the new identity/culture
- To encourage risk-taking and openness to change
- To move toward a collaborative team approach

### To Offer Support During the Change

- To acknowledge loss/fear/resistance
- To show how loss will be counteracted by the advantages of the new organization
- To provide tools (training/information/praise)
- To reduce isolation and foster teamwork



I DON'T GET IT...  
AFTER ALL THE  
BUDGET CUTS TO  
STREAMLINE  
THE WORK FORCE,  
WHY AREN'T  
WE MOVING  
FASTER?



Thunderbirds of the Oklahoma 45th  
Infantry division - August 11, 1963



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