

**The 9th Annual Conference of Economic Forum  
of Entrepreneurship & International Business**

**Entrepreneurship & Small Business:  
From a Business Owner's Perspective**

**Presented by: Brian Moran**

**CEO, Small Business Edge**

**February 1, 2023**

# My Background

---

- **22 Years in Publishing: WSJ, Inc, Entrepreneur**
- **Currently run Brian Moran & Associates, and Small Business Edge**
- **Launched Bricks or Sticks Monthly Workshop in October 2022**
- **In 2023, I will host or co-host eight podcast episodes every month**



# Our Agenda



**3 Types of  
Business Owners**



**Forks in the Road**



**3 Types of  
Mindsets**



**GPS Plan/What If  
Game**

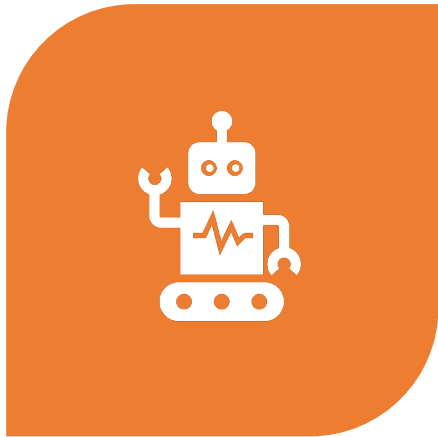


**DCA – The  
“Secret Sauce.”**



**Internal/External  
Branding**

# What Type of Business Owner Are *You*?



**ENTREPRENEUR = 5%**



**PASSIONATE BUSINESS  
OWNER = 15%**



**SMALL BUSINESS OWNER  
= 80%**

# Forks In The Road



**HIRING NEW  
EMPLOYEES**



**LAUNCHING A NEW  
PRODUCT/SERVICE**



**OPENING A NEW  
LOCATION**



***BUYING A  
COMPETITOR***



**TAKING OUTSIDE  
INVESTMENTS**

# What's Your Mindset?



**Predictive**



***Proactive***



**Reactive**

# GPS Plan And The “*What If*” Game

- **Successfully Arrive at Your Destination on Time**
- **Answer the Questions Keeping You Up at Night**
- **Which Business Owners Do This? Which Do Not?**



# The *Secret* Sauce to Success in Business



**DISCIPLINE**



**COMMITMENT**



**ACCOUNTABILITY**



# Internal and External Branding

**SMALL  
BUSINESS EDGE**

Company Culture

Disengagement into Engagement;  
Ordinary into Extraordinary

External – Advocates,  
Ambassadors, and Cheerleaders

Every Business is in the Referral  
Business

Build Trust Every Day

# Thank You!



[LinkedIn.com/in/BrianMoran42](https://www.linkedin.com/in/BrianMoran42)



[@BrianMoran](https://twitter.com/BrianMoran)



[Brian@SmallBusinessEdge.com](mailto:Brian@SmallBusinessEdge.com)

**ECO-ENA: Economics & ECO-  
Engineering Associate, Inc.®**

**[www.eco-ena.ca](http://www.eco-ena.ca)**

**ECO ENA** Researches & Policy Analyses

**The 9th Annual Conference of Economic Forum of  
Entrepreneurship & International Business**

**Venue: LMH, University of Oxford, United Kingdom**

**Date: February 1st, 2023.**