

Working with Big Corporations

“Luck is what happens when preparation meets opportunity.”
Seneca, Roman Philosopher

Working With Large Corporations

- Its about (small business) relationships
- Look and act bigger than you are
- Build a brand that sets you apart

Minority Businesses – Former Certification Programs

- **8(a)** - Socially and economically disadvantaged firms enrolled in a 9-year business development program.
- **HUBZone** - Small businesses located in areas identified as historically underutilized business zones, and with 35% of its employees living in HUBZones.
- **SDB** - Three-year certification for small, socially and economically disadvantaged firms eligible to receive prime and subcontract preferences.

Recommended Readings

- *22 Immutable Laws of Branding* by Laura and Al Ries
- *Good to Great* by Jim Collins
- *Rich Dad, Poor Dad* by Robert Kiyosaki