

Advising A Small Business Owner With Good Jobs, Good Business

We know that small business owners want to provide really good jobs for workers, but sometimes they aren't sure how to raise wages, add benefits, or engage employees in ways that make sense for their bottom line. The Good Jobs, Good Business toolkit equips small business owners anywhere in America with the practical tools and resources to offer good jobs in a way that balances the needs of the business with the needs of employees. Business advisors, mentors, and coaches are invaluable resources that help make this possible. Business advisors support businesses by working alongside them as trusted partners to address their business needs and aspirations through the Good Jobs, Good Business toolkit.

Using the toolkit to address business challenges

Whether it's worker retention, rising minimum wages, offering health or retirement benefits, or engaging employees – small business owners know what their biggest challenges are. Good Jobs, Good Business is a one-stop-shop for small business owners to tackle HR and operational challenges through a “good jobs” lens. By providing good jobs to their employees, small businesses can:

- Increase employee productivity
- Improve staff retention
- Elevate employee engagement
- Reduce turnover costs
- Address hiring challenges
- Reduce absenteeism

Improvements in job quality also help employees by providing greater financial security, reliable scheduling, and clearer paths for professional success.

What business owners expect of advisors

The needs of every business are different. As an advisor working with a small business owner on the Good Jobs, Good Business toolkit, you'll generally be expected to provide:

- Structured time with small business owners to engage with the toolkit. Most business owners expect you will spend 3-5 hours per month with them to:
 - Develop a practical plan for using the toolkit to work on the business
 - Support them in implementing the plan
 - Meet and check-in on progress and next steps (in-person or over a phone or video call)
- Share progress and feedback with any organizations with which you may be working
- Guidance, advice, and tactics to improve job quality based on your knowledge of the business, including its challenges, needs systems, and finances
- As a bonus, feedback to our team at PCV on your experience using the toolkit, especially ways to improve it to ensure other small businesses and advisors benefit

Commonly Asked Questions

Do I need to read through the whole website and be familiar with everything covered on it?

No – we have seen small business owners and advisors work effectively together by engaging deeply with one specific topic or resource in the toolkit, or by using the toolkit as inspiration for their work together. We recommend becoming familiar with the key areas the toolkit covers and the way information on the site is organized so that you are comfortable navigating through the website with the business owner that you work with. We also encourage you to bring additional resources into your work with the small business owner from your experience. Feel free to use what you think will be most helpful and please share them with us if you think other small businesses can benefit!

What if I cannot answer a question about the toolkit? Who do I turn to?

Please do not hesitate to [contact us](#). We are here as a resource, and if we cannot answer the question, we will find someone who can.