

Landing contracts can be challenging.

Corporate supply chains can be complex and intimidating.

Finding the right opportunities

for your business can be key.

And you're in the right place

to learn exactly how to do that.

Welcome to Corporate Supply Chains Module 1:

Introduction to Business Relationship Models.

I'm Sheila Bright,

president and founder of TheBrightOne Consulting,

a woman-owned business.

For more than 25 years,

I've worked extensively with small businesses,

advocacy organizations, elected officials,

and Fortune 100 companies on supply chain inclusion,

helping corporations and small businesses

launch supplier diversity strategies

to improve their businesses.

This introductory module leverages my extensive experience

working with global corporations C-level teams

to develop supply chain diversity programs

to achieve meaningful results.

I then collaborate with small and diverse businesses

to help them navigate these large operations

so they can find complementary fits

and win corporate contracts.

There are several factors involved,

but the adage that knowledge is power,

knowing your customer's priorities

and having a plan for business growth is a common thread

among successful businesses I've worked with.

My formula is simple.

Understanding the dynamics of supply chains

and supplier requirements

can improve your competitiveness to win business.

There are a wide range of opportunities available

in corporate supply chains,

and I will share my best tips and practical advice

on how to take advantage of these resources.

Having the right partnerships and relationships

in your industry can open many doors

to help your business succeed.

Take this course before you spend time and resources

pursuing corporate contracts.

It will help you grow your know-how

with a simple step-by-step framework

and easy-to-use checklists.

You will create a roadmap

to identify and evaluate opportunities

and get your business ready to win contracts.

Let's get started.