

**Chapter 35 Developing a Business Plan  
Career Chatroom Career Profile**

**Dale Little**

**President & Business Management Strategist, Dale Little**

**Q What do you do at work?**

**A** My company specializes in business direction, budget reviews, analysis and revisions, marketing strategies, employee retention programs, customer/client base building, and customer/client service. Basically, I guide business owners and managers in the development, implementation, and review of their business plans. My work sessions are in the form of one-on-one meetings, group meetings, and seminars.

**Q What was your first job in marketing?**

**A** I first got involved in the marketing end of the business as a business owner. I founded my current company, Dale Little, in 2007.

**Q What skills are most important to you?**

**A** The key skills to have as a business management strategist include communication, organization, and being able to pay close attention to detail. Also important are grammar and writing skills.

**Q What is your key to success?**

**A** Tenacity and perseverance are the basis for any successful business venture. When these virtues are combined with the belief that every day is a success regardless of unexpected dips and turns, your business will invariably be a success.