



# Small Business Professionals – TRIAD History & Engaging with Small Businesses

Department of Defense Fall MARC Meeting  
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# TRIAD

The TRI-Association Small Business Advisory Panel [TRIAD] was formed in 1967 to coordinate the efforts of small business subcontracting representatives from three industry associations - Aerospace Industries Association [AIA], Government Electronic Industries Association [GEIA], and National Defense Industrial Association [NDIA - formerly NSIA] in a way that will serve the best interests of the industry associations and their member companies, affected government agencies and the small business community. AIA and GEIA are no longer members of the TRIAD; however, for purposes of branding, the name of the organization has not changed.

TRIAD meetings provide an opportunity to exchange pertinent information concerning small, small disadvantaged business, woman-owned, HUBZone, veteran-owned small businesses, Ability One and HBCU/MI, related matters. It also fosters broad-based government-industry communications, cooperation and understanding. Best practices and training initiatives are also shared with advocates from a cross section of government prime contractors, USG Customers and small businesses.

The TRIAD provides a forum in which members may benefit from the exchange of experience, ideas, and information. It also acts in an advisory capacity in the development of industry responses to government inquiries and transmits government views to industry through the NDIA Materiel/Supplier and Small Business Committees.

TRIAD encourages member company support of government agency activities and participation in such events as federal agency and congressional-sponsored business opportunity conferences. Triad Meetings are held twice a year, in conjunction with other major small business functions: National 8(a) Winter and National HUBZone Conferences.

- Diane Dempsey, BAE Systems, I&S Director, Small Business Programs - Co-Chair
- Suzanne Raheb, Lockheed Martin, Corporate Supplier Diversity Lead - Co-Chair

# Overview – Engaging with Small Businesses

- Professionalism
- Unintentional Bias
- Emotional IQ
- Ethical Behavior

## Levels of Engagement

[planeta.wikispaces.com/engagement](http://planeta.wikispaces.com/engagement)

 **Be** attentive

 **Be** generous

 **Be** creative

 **Be** empathetic

 **Be** curious

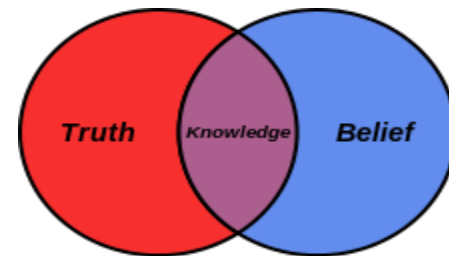


# Professionalism

- Responsiveness:
  - Timely responses to calls and e-mails
  - Ability to direct to appropriate POC
  - Be approachable
  - Punctual to meetings
- Deportment:
  - Business attire
  - Knowledgeable
  - Positive attitude
  - Respectful
  - Well mannered.



# Unintentional Bias



- Do not assume – ask direct questions
  - WOSB – A husband and wife team own the business. Do not assume he is the technical lead. She has a Ph.D. and 15 years in the military – Special Forces, graduated from sniper school.
- Be patient in guiding the conversation.
  - Try not to cut the speaker off, but do share time limitations.
- First impressions may be deceiving
  - Jeans and T-Shirt are off putting but the owner may be brilliant and the perfect fit.
  - Talks a big game, but never responds to your inquiries.
- Do not draw a conclusion without all of the information.
  - Request follow up information. That can be a real test of their interest vs. overwhelming you at a small business conference.
- A Supplier Diversity Professional should never show bias – all things should be considered in the decision making process.
  - We tend to gravitate to people who look and behave like us.
  - Do not discount the unattractive sales representative for the more attractive representative.
- Be open, while being realistic.
  - A Hubz SB may be able to support a task, but are they available? Did you try to identify sources or merely gave up due to the limited number of Hubzone Small Businesses?






# Emotional IQ

- Understanding yourself and how you interact with others is important in any role. For Supplier Diversity Advocates, this is critical:
  - Eliminate or minimize bias
  - Extend more patience than typically expected
  - Willingness to help others
  - Should not feel threatened in your role when sharing information.
  - Bad impressions or initial rude behavior should not deter a relationship, once corrected.
  - Make decision based on facts vs. behaviors, e.g. owner is very likeable but products are frequently late with a high defect rate.
  - Must be self monitoring





# Ethical Behavior

- Review and understand your organization's and the Federal, State and local government rules for ethical conduct.
- Never accept any form of gratuity from a potential, current or past supplier. Same applies to customers.
  - Meals 
  - Cocktails 
  - Entertainment 
  - Products/Services 
  - Cash 
- Do not attempt to influence a procurement award. Violations by Government (Federal, State & Local ) Officials have resulted in termination, lost pensions, received fines and imprisoned. **Reputations** and **careers** are ruined.
- It is not worth it!!



Q&A

Thank you for your attention