



ELEVATE

SUSTAIN. SCALE. SUCCEED.

Is your company ready for the next step?

If you're ready to climb to the next level as a company, then apply now for the Elevate program with the Missouri SBDC.

You'll grow through a **customized consulting** program designed to identify and address your best opportunities for growth. You will work with leading experts in sales, marketing, financial management, corporate culture, and other areas to push your business to new heights. Following the customized consulting program, Elevate provides you an opportunity to develop yourself through **virtual roundtables with other leaders from growing companies.**

If your company is ready for the climb, apply to the Elevate program by contacting **Travin Shelton, sheltontt@missouri.edu**.

The Elevate program is provided in partnership with the Edward Lowe Foundation.



The Missouri SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration and is a partner of the University of Missouri Extension.



SYSTEM FOR INTEGRATED GROWTH: MOVING YOUR BUSINESS FORWARD

To help second-stage businesses climb to the next level, the Missouri SBDC Elevate program offers the System for Integrated Growth® (SIG). SIG provides assistance with both current needs and evolving challenges, such as:

- How to evaluate your market position — and what competitors are doing.
- How to transition marketing and sales activities if your market position has changed.
- Managing personnel needs given changes in capacity.
- Projecting revenue and managing expenses given your current sales and marketing.
- Keeping tabs on the overall financial health of your business on a daily basis.

In contrast to Main Street businesses, the problems faced by second-stagers are unique. Second-stagers are resilient but they've had to find ways to operate differently. Addressing concerns for employee safety was their first challenge, followed by shoring up finances with disaster-relief programs. The next step is "what now?" In response, the Missouri SBDC has partnered with the Edward Lowe Foundation and its team of more than 30 specialists to help second-stage companies move forward.

The SIG program is not about consulting. Rather, it provides business owners with information and best practices to make educated decisions in light of their particular needs regarding employees, customers, and markets.

WHO SHOULD APPLY

To participate in the SIG program, companies must:

- Be a for-profit, privately-held company based in Missouri
- Typically generate annual revenue of between \$750,000 and \$50 million.
- Typically employ between 10 and 99 full-time-equivalent employees.
- Have both the appetite and aptitude for growth.
- Provide products or services beyond the local area to regional, national or global markets

WHAT TO EXPECT

Fees: No fee for invited participants. Supported by Missouri SBDC.

Time commitment: 8-12 hours over two months

Focus areas: HR (recruiting, retention, and compliance), operations and supply chain, accounting and finance, global trade, sales and marketing, succession planning, secondary market research, online marketing and customer prospecting

Get started: Complete the application at elevate.systemforintegratedgrowth.org Companies are asked to provide revenue and employment figures. You'll also be asked to list where assistance is needed.

For more info, contact Travin Shelton, (sheltontt@missouri.edu).

This program is a collaboration of the Missouri SBDC and the Edward Lowe Foundation.



The Missouri SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.





VIRTUAL CEO ROUNDTABLES: FAST ANSWERS TO TOUGH QUESTIONS

"Right now I really need to talk with more business owners!" was the response of a second-stage CEO when reminded of an upcoming roundtable session.

Indeed, peer learning has never been more important as 2020 re-prioritized the needs of growth companies. Leaders must deal with challenges such as:

- Leading and managing a team to maintain company culture for growth.
- Domestic and international supply chain disruptions.
- How to avoid feelings of isolation when running the business.

Virtual PeerSpectives® Roundtables quickly put you in contact with other business owners, presidents and CEOs of second-stage companies via a video conferencing app. Sessions are led by trained PeerSpectives facilitators from the Edward Lowe Foundation. The roundtables leverage a proven set of protocols, giving participants a convenient — and confidential — place to delve into their most pressing issues.

WHY PEERSPECTIVES?

- Trained facilitators who keep discussions on track and relevant for all participants.
- Structured protocol that sheds new light on both problems and opportunities.
- Emphasis on sharing applicable experiences rather than advice or consultation that might miss the mark.
- Safe environment in which to process emotionally charged issues.
- Ability to get just-in-time answers to pressing problems.
- Opportunity to participate in the System for Integrated Growth program.

GET STARTED

Who should participate: Elevate program companies are invited. Participants must have ultimate decision-making ability for their companies.

Cost: No fee for invited participants. Supported by Missouri SBDC.

Frequency: One meeting monthly for six months, each two hours in length

Selection: Each roundtable is limited to 15 members. Business competitors will not be placed in the same group. Missouri SBDC with the Edward Lowe Foundation will vet those interested in participating.

Logistics: Sessions are conducted via video conferencing. Participants use their webcam, microphone, and reliable internet connection.

Contact: **Travin Shelton, (sheltontr@missouri.edu)**, Missouri SBDC Director of Growth Services

This program is a collaboration of the Missouri SBDC and the Edward Lowe Foundation.



The Missouri SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

