



ELEVATE

SUSTAIN. SCALE. SUCCEED.

Is your company prepared to take the next big step towards success? If you're poised for growth and eager to elevate your business to new heights, then look no further than the Elevate program offered by the Missouri SBDC.

Our program offers a tailored consulting experience that's geared towards identifying and capitalizing on your best growth opportunities. You'll have the chance to collaborate with top experts in various fields such as sales, marketing, financial management, and corporate culture, all working together to propel your business to new levels of success.

After completing the personalized consulting program, Elevate also provides you with an invaluable opportunity to further develop yourself through engaging virtual roundtable discussions with other industry leaders from thriving companies.

If your company is ready to embark on this exciting journey, take the first step by reaching out to Lance Coffman at lancecoffman@missouristate.edu to apply for the Elevate program today. Don't miss this chance to elevate your business to its full potential.

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.



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SYSTEM FOR INTEGRATED GROWTH: MOVING FORWARD FROM BUSINESS DISRUPTION

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 Innovate SOMO.

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 Lance Coffman, (lancecoffman@missouristate.edu).

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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.

- Motivating employees who are now telecommuting, many for the first time.
- When moving the business forward, how to avoid looking like an ambulance chaser.
- How to avoid feelings of isolation when running the business, especially when holed up at home.

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 & Frequency: No fee for invited participants. Supported by Innovate SOMO.
Three monthly meetings, 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: **Lance Coffman**, lancecoffman@missouristate.edu

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