



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

EDUCATIONAL PRESENTATION

SECOND-STAGE GROWTH SOLUTIONS

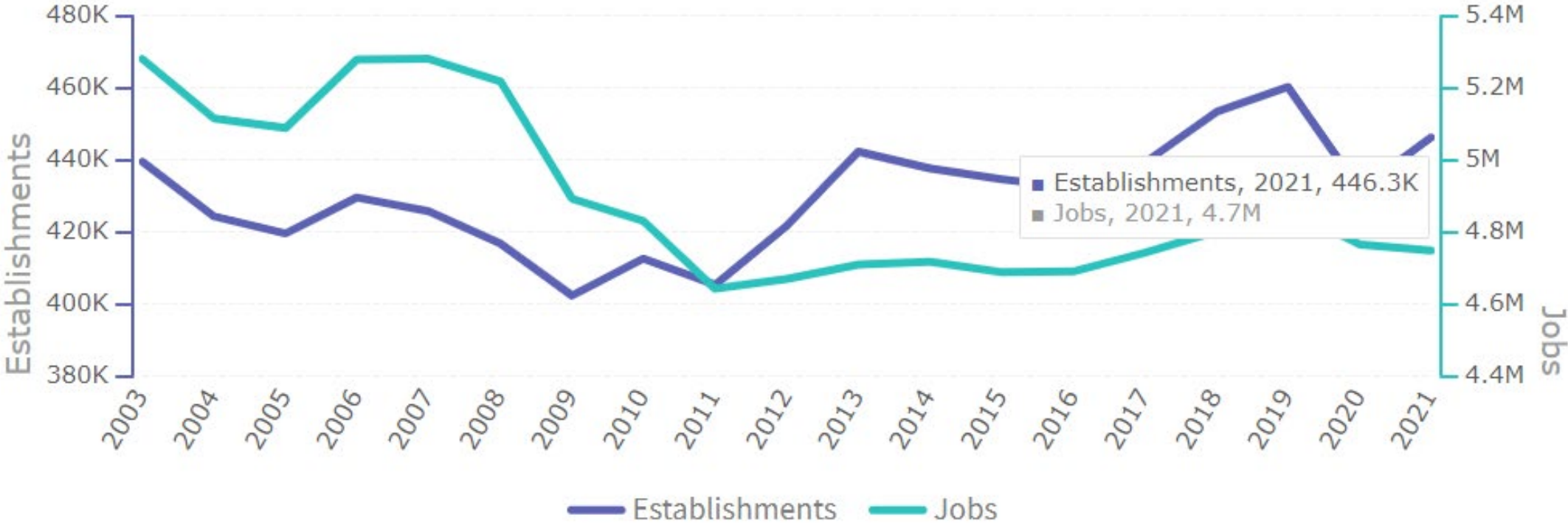
The Second-Stage Growth Solutions (SSGS) program provides second-stage companies/entrepreneurs with a no-cost suite-of-programs that provides timely solutions designed to help them continue to grow profitably and be prepared for the future.

What is Second-Stage?

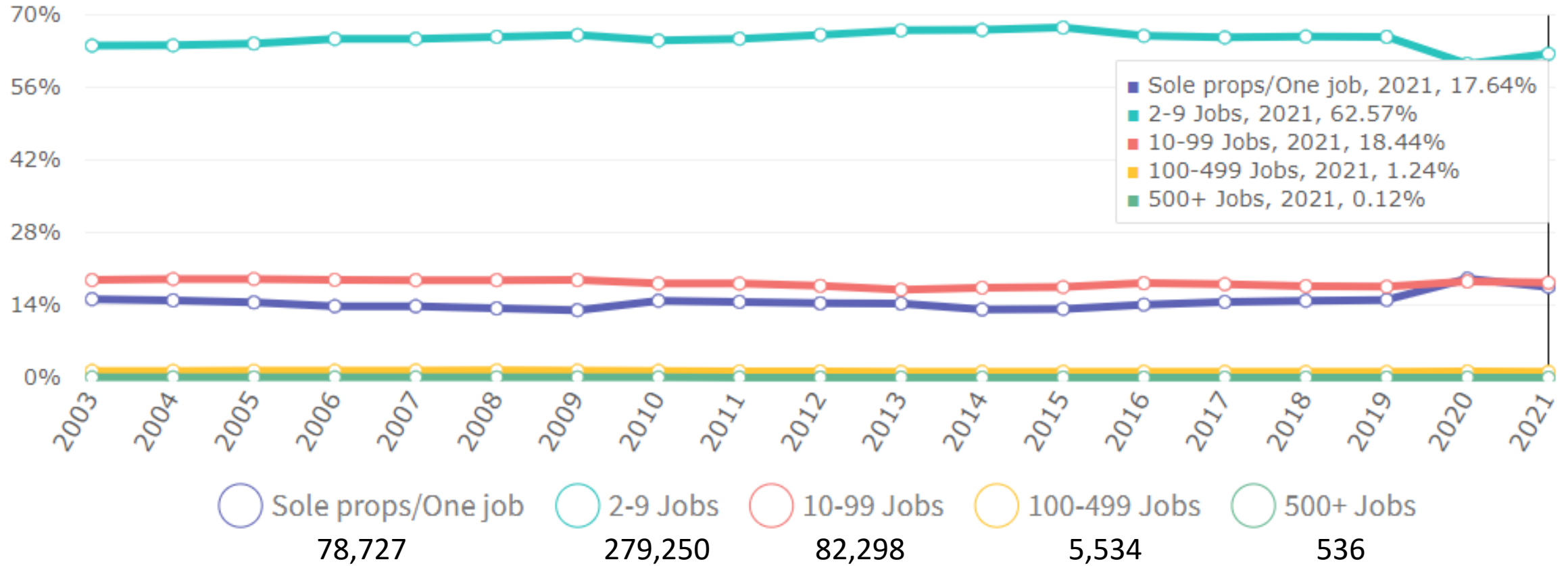
Why Second-Stage?

ESTABLISHMENTS, JOBS and % CHANGE

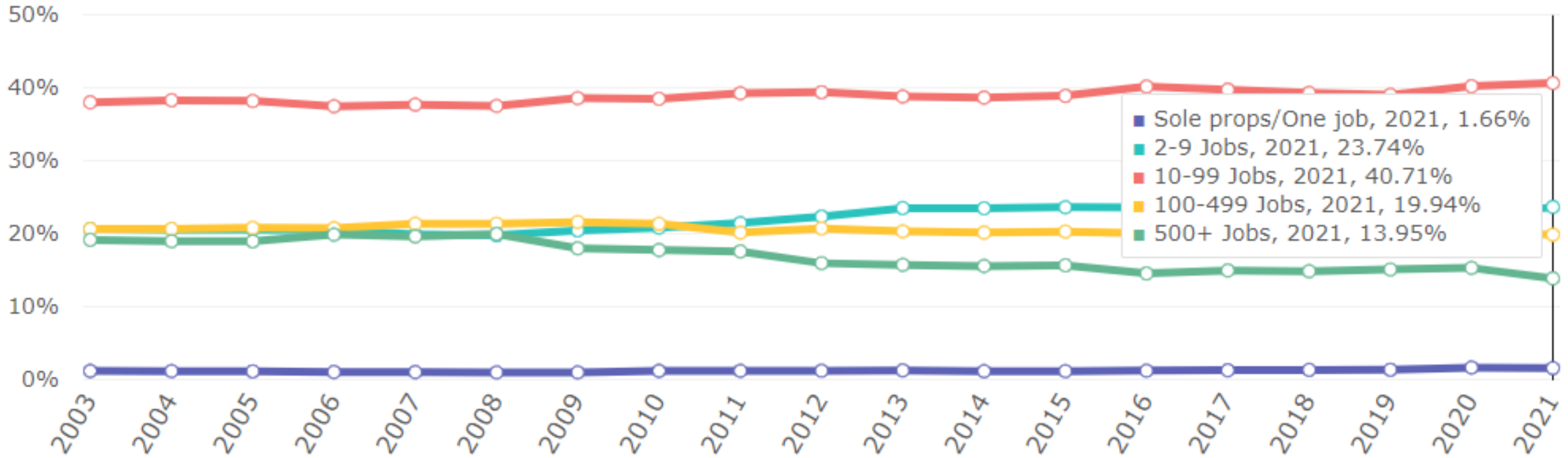
Establishments and Jobs



Establishment Size - % Total Establishments Each Year



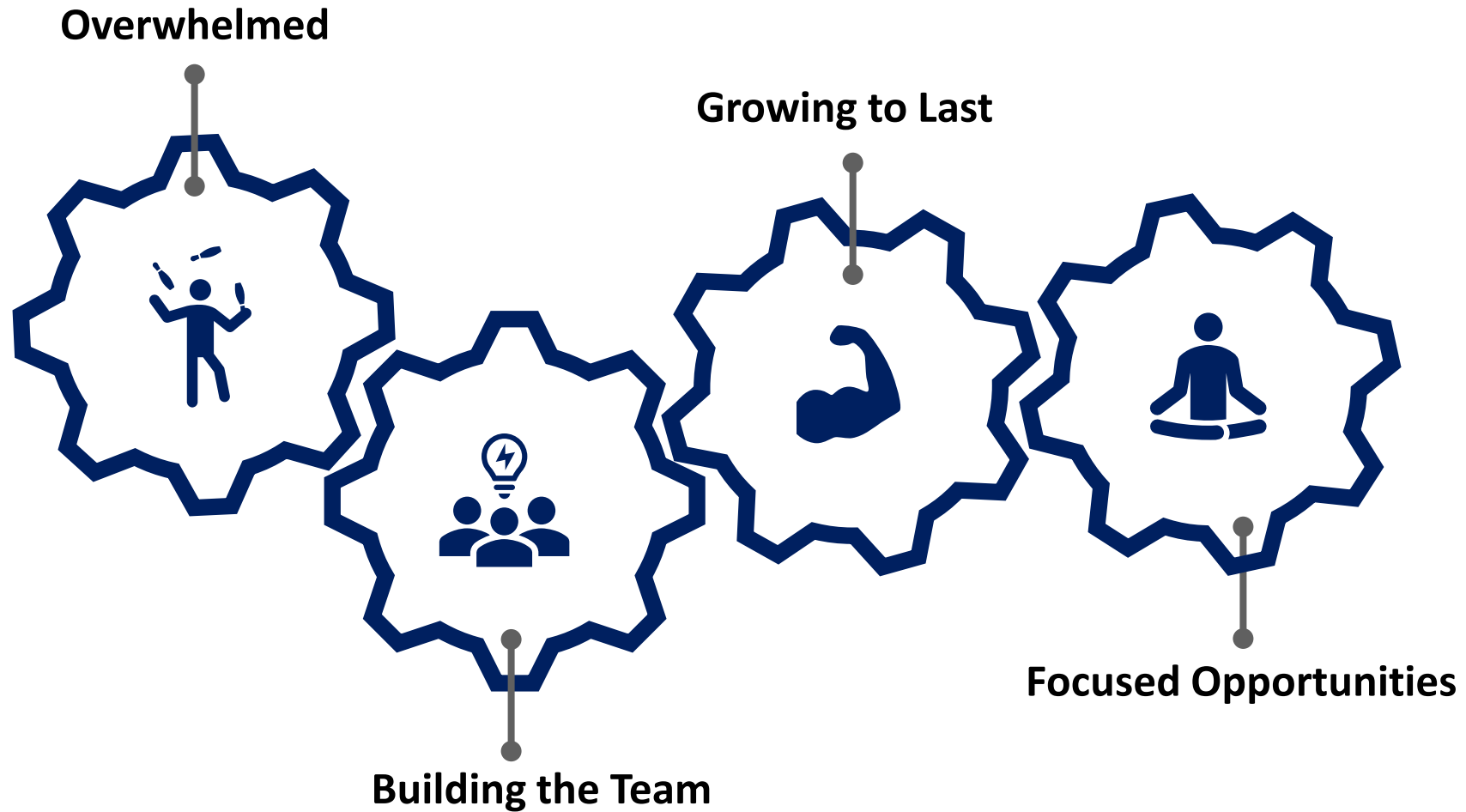
Establishment Size - % Total Jobs Each Year



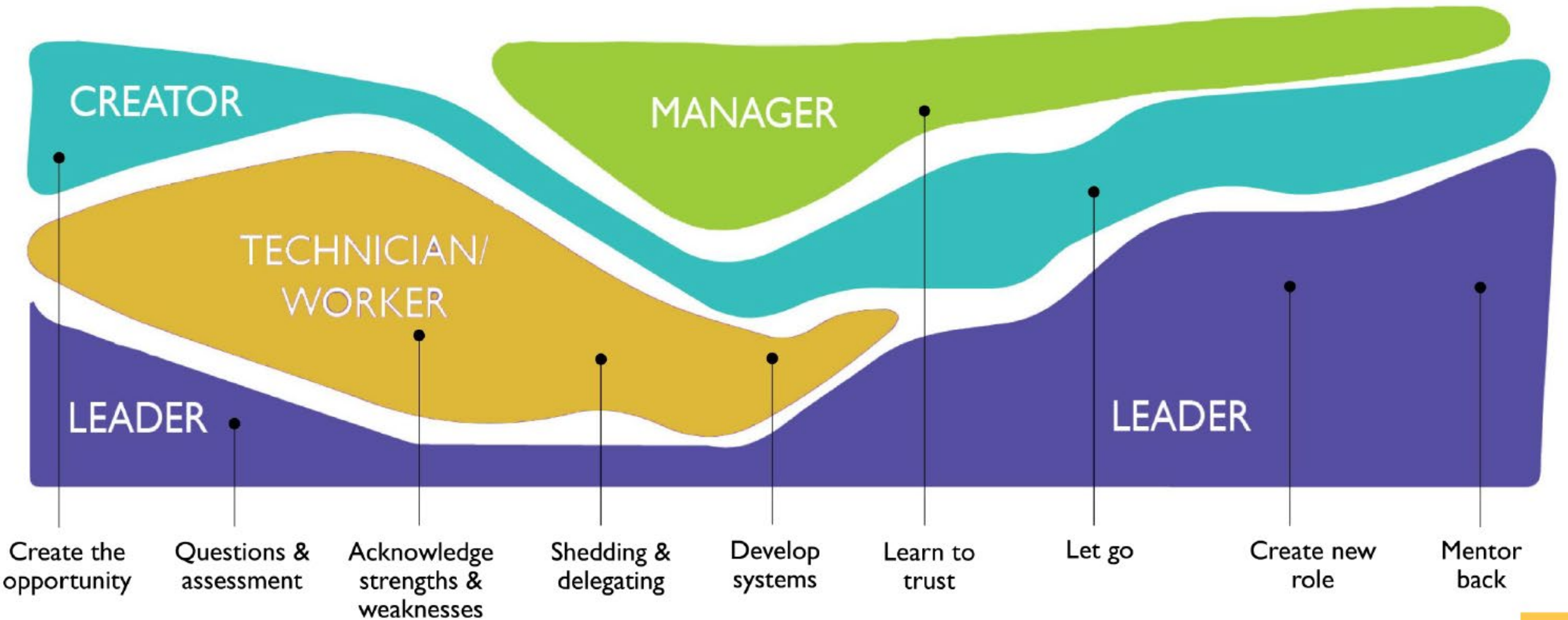
Sole props/One job
 2-9 Jobs
 10-99 Jobs
 100-499 Jobs
 500+ Jobs

78,020
1,115,780
1,913,370
937,180
655,650

PHASES OF SECOND-STAGE



ROLE CHANGES OF THE ENTREPRENEUR



Suite-of-Programs



System for Integrated Growth® (SIG)

SIG enables second-stage CEOs to tap into vetted experts in specific operational areas. This team of SIG specialists doesn't dictate a course of action but provides best practices and valuable data to help CEOs better manage and grow their companies.

To apply visit

[Michigan.systemforintegratedgrowth.org](https://michigan.systemforintegratedgrowth.org)





SWAT team expertise includes:

Sales

Marketing

Human resources

Accounting and finance

Operations and supply chain

Government contracting

Global trade

Succession planning

Online marketing

Data science

Customer prospecting



Next Steps Retreat

During the retreat, CEOs will be exposed to a visualization process that identifies how they create value for customers in every facet of their business. This process provides CEOs the opportunity to brainstorm with other second-stage business leaders and focus on maximizing his or her company's growth.



PeerSpectives® Roundtable

A unique CEO roundtable system designed especially for leaders of second-stage companies. Using its own methodology, these roundtables provide a confidential forum where participants can share challenges and experiences.



Cohort Model

The cohort model provides us the ability to support second-stage small businesses in like industries, geographies, backgrounds, etc. The opportunity to simultaneously address the different growth issues the entrepreneurs are facing and maximizing results in a short timeframe while creating networking channels and open discussions for peer learning.

PROGRAM TIMELINE

In-person or virtual Retreat

Virtual Format

- Three days
- Two hours/day

In-Person Format

- Three days
- At ELF HQ

Virtual Roundtable

- Starts when Retreat ends
- One meeting/month for six months
- Two hours per day

System for Integrated Growth

Eight weeks (8-10 hours) – SIG + Three months (30-45 min/month) – After Care

To apply, visit www.michigan.systemforintegratedgrowth.org

Northern Wings, Dave Goudreau, President

“The monthly roundtable calls were a gift that bridged the isolation gap. We’re two hours from anywhere—which makes us a geographical oddity—and we’re highly technical. So where do I find someone to grab a beer with and discuss my business challenges? Additionally, It’s far easier for me to learn from someone else’s mistake than my own.”

The SIG engagement led Goudreau’s team to identify a better venue for business development. “A list of program managers doesn’t do us any good, and you can spend a fortune on trade shows without drumming up new business,” he said. “Conversations with the SIG specialists inspired my team to find a better answer: industry days.”

Donckers, Jennifer Ray, co-owner

“Our SIG engagement was invaluable. We wanted to grow our wholesale business, but in talking to our team leader, it became clear that we first needed to strengthen our internal operations and flow before taking the next step. I was also able to bring my managers in on some of the calls, which was huge and kept us all on the same page.”

Ray said the cohort program differed from other types of assistance she has received because of its longevity and overlapping components. “We’ve gone through training programs that lasted a weekend or a few days, and although you come back energized, you don’t always apply the learning,” she explained. “This program has many layers. It makes you look at things from different angles and keep working on your business rather than in it.”

She also appreciated the ongoing connections the roundtables offered. “Even though the sessions were virtual, there was rapport and relationship building,” she said. “In fact, it seemed like we had been together a year, we got to know each other so well.”



THANK YOU

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