



# SECOND-STAGE GROWTH SOLUTIONS



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PURE OPPORTUNITY.

The Second-Stage Growth Solutions (SSGS) program provides second-stage companies with the technical research assistance and business expertise they need to continue to grow profitably and be prepared for the future. The information and connections gained through this program will give companies the insights and knowledge necessary to identify key opportunities for continued success.

## HOW THE PROGRAM WORKS:

SSGS is set up in three stages – with each stage building upon the previous one – as CEOs become better prepared to take their business to the next level. SSGS is provided at no cost to the company through funding from the Michigan Economic Development Corporation in partnership with the Edward Lowe Foundation.

### STAGE 1: SYSTEM FOR INTEGRATED GROWTH<sup>SM</sup> (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.

Delivered virtually through a series of phone calls and a secure, online portal, SIG addresses both internal and external issues that impact business growth. SIG can help second-stage CEOs:

- learn how to recruit, retain and develop talented employees
- get a handle on financial management
- implement best practices on supply chain and operations to complement managers' working knowledge
- prepare to export: From documentation to identifying global markets and setting up distribution channels
- explore new markets, create prospect lists or analyze competitors

SIG specialists operate under the guidance of the Edward Lowe Foundation, a national expert on second-stage companies.

## WHAT TO EXPECT:

- **Focus areas:** Major business issues or strategic growth challenges, including HR, operations and supply chain, accounting and finance, global trade, sales and marketing, succession planning, among others
- **Time commitment:** CEOs commit between eight and 12 hours throughout eight weeks to work with SIG specialists, including a team lead and a group of national researchers
- **Logistics:** The program kicks off with a call between the CEO and a SIG team leader to clarify company needs, followed by a discussion with SIG specialists to dive deeper into those pain points. Specialists then prepare deliverables and schedule follow-up calls to walk CEOs through those materials. Finally, the team leader conducts a debriefing call before wrapping up the engagement.

### STAGE 2: NEXT STEPS RETREAT

The retreat is a three-day, two-night event that helps CEOs create an action plan to implement findings learned from the company's SIG participation. 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.



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### **STAGE 3: PEERSPECTIVES**

PeerSpectives is a unique CEO roundtable system designed especially for leaders of second-stage companies. Using its own methodology, these roundtables typically involve eight to 12 business executives, and provide a confidential forum where participants can share challenges and experiences. Through a balanced conversation, PeerSpectives helps participants focus on identifying and processing a CEO's core issue.

### **QUALIFICATIONS FOR PARTICIPATION:**

Companies interested in participating in the SSGS program must:

- Be a for-profit, privately held company
- Generate annual revenue of between \$1 million and \$50 million
- Employ between 10 and 99 full-time equivalent employees
- Demonstrate growth in employment and/or revenue during two of the past five years
- Provide products or services beyond the local area to regional, national or global markets

### **FOR MORE INFORMATION:**

To learn more and apply, visit  
[michigan.systemforintegratedgrowth.org/](http://michigan.systemforintegratedgrowth.org/)

For more information about SSGS and other programs, visit  
[michiganbusiness.org](http://michiganbusiness.org)



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1.888.522.0103