

Second-Stage Growth

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**MICHIGAN
ECONOMIC
DEVELOPMENT
CORPORATION**

MEDC Small Business Support Objectives

- Entrepreneurial Ecosystem Building
- Early Stage to Established Company Support:
 - Incl. Main Street & Micro
- Capital Access & Scaling Business Operations
- Supply Chain Resiliency:
 - Diversification
 - Reindustrialization
- Technology Adoption



Second-Stage Growth Solutions



Goals



Second-Stage Growth Solutions

Provides second-stage companies (10-99 employees, \$1M+ revenue) with expert resources to drive sustainable, profitable growth and help scale through:



Strategic Information

Access to experts in key market and operational areas



CEO Retreats

Practical tools and techniques to accelerate growth and leadership development in an inspirational setting



Roundtables

Peer-to-peer networking to promote resiliency and strengthen industry connections

Helps Michigan companies:

- Access 1:1 expert coaching
- Gain market intelligence and drive operational efficiency
- Connect with fellow CEOs and industry leads to fuel growth



1. Strategic Information/TA – System for Integrated Growth®



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



1. Strategic Information/TA – System for Integrated Growth®

2. Retreats – Next Steps, Key Leader, Mentor/Mentee



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2. Retreats – Next Steps, Key Leader, Mentor/Mentee

3. Roundtables – PeerSpectives®



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4. Cohort Model – Connecting the services

Past Participant Feedback



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.”

“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.”

“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. This program has many layers. It makes you look at things from different angles and keep working on your business rather than in it.”

Regarding the Roundtables: “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.”

I went into this thinking that it was going to be just another think tank with a touch of feel-good therapy, while the above was included, the program was way more than that. The take aways from our online sessions were real life examples of what all businesspeople go through and were very relatable. Our small group was made up of a wide variety of business, manufacturing, software development, aerospace engineering, communications and food service but we all had common core issues to deal with and the networking helped everyone involved I believe.

SLH Metals Inc Mike Sarrazin, President

Michigan Auto Supplier Transition Program (MASTP)



Michigan Auto Supplier Transition Program



Technical assistance program for Small-Mid-Size Manufacturers

- Serving six counties (Oakland, Wayne, Macomb, St. Clair, Lapeer, and Kent)
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- Legal, Accounting and Financial Advisory TA for SEDI-owned and Very Small Businesses (VSB)
- Provides preparedness and connection to SSBCI Capital
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THANK YOU

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