

Helping established businesses sustain growth

CEO Next



Economic growth depends on the continued success of local businesses

Once past the startup phase, transitioning a small business into a sustainable growth enterprise can be challenging. Whether confronting a growth plateau or deciding where to go next, risk and uncertainty are major variables CEOs of second-stage companies have to calculate.

Introducing the right high-impact information into those equations can help companies find the optimal strategic growth solution. By connecting executives of established businesses with individualized research teams and confidential peer learning opportunities, CEO Next helps growing businesses become long-term market movers.

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To help second-stage businesses sustain growth past the start-up stage

Community impact

Since 2012, we've worked with nearly 300 businesses to create or retain more than 2,000 jobs in Hennepin County and support growth-minded business leaders develop strategies to keep growing.

Case study: HED Cycling

A pioneer of solid disc bicycle wheels, Hed Cycling designs and manufactures high-end cycling equipment. Owner and co-founder Anne Hed had grown her company to 45 employees, generating more than \$8 million in annual revenue. But, Hed Cycling had hit a growth plateau.



Working with a personal research team through the a second-stage business support program, Hed refined her business model and marketing strategy and launched into a new growth phase.

"If you think you're doing great, you can do better. You can always do better and CEO Next helped me do better."

Frank Brown, Owner, Minuteman Press Uptown

Who is eligible?

Private businesses in Hennepin County with 10-99 employees, \$1 million to \$50 million in annual revenue, and clear potential for continued growth

How does it work?

Hennepin County and participating counties provide scholarships to fully cover the cost of participation in the CEO Next. Hennepin County leads coordination for this group-learning opportunity with a regional business-support network that includes Carver, Dakota, Ramsey, and Scott counties.

Advanced business tools and techniques

Businesses participate in a nine month-long program with peer CEOs, including a customized business research project. The program provides practical tools and techniques to help businesses grow.

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