

Foundations for business growth

CEO Now



Cohort-based executive education for growth-oriented business owners

CEO Now is a cohort-based opportunity designed to support emerging small business owners as they grow. This hands-on program will help business owners learn the strategic and technical foundations of running their business more efficiently and strategically.



Empowering business leaders with strategies to scale

Participants in CEO Now will join a peer group of growth-minded founders and CEOs to learn how to build and strengthen systems to scale. Owners will learn from a nationally recognized curriculum, local advisors, and peer business owners. They will leave the program with a three-year strategic road map and the confidence to follow it.

CEO Now builds on the success of CEO Next, a regional county partnership program designed for stable and scaling second stage businesses in the Twin Cities region. CEO Now aims to support growth-oriented small business founders and CEOs at an earlier stage of growth.

Curriculum overview

- 7-month program, cohorts starting in Spring and Fall
- Up to 100 hours of training, learning, and working on your business
- 40 hours of in-class training
- 12 hours working with 12-20 peer business owners

Topics

- Business and strategic assessment
- Balancing finances and cash flow
- Building a profitable sales process
- Sourcing key resources

CEO Now will be offered three times between 2023 and 2024, and space is limited.

Learn more and apply today at bit.ly/CEONow

To be eligible, businesses must:

- Be incorporated or operating in Hennepin County
- Employ at least one person other than the owner
- Have two years of operating history
- Report between \$250,000 and \$2 million in revenue
- Have a demonstrated desire to grow their business
- Be receptive to coaching, mentorship and collaborating with peers
- Prepare to commit up to 10 hours each month through the 7-month program

About the facilitation team

Interise is a nationally recognized nonprofit committed to delivering inclusive programs for established small businesses. CEO Now builds on Interise's award-winning StreetWise 'MBA' education, which has been effective in helping businesses lay the groundwork for growth, economic development, and job creation.



This program is available to Hennepin County entrepreneurs at no charge as part of the county's ongoing investments in Elevate HennepinSM. Learn more at bit.ly/EHorg

Questions? Contact economic.development@hennepin.us

