



Increased BUSINESS VALUE stems from a willingness to INNOVATE. Whether a business is growing or transitioning, long term success requires embracing and adapting to change.

ADVANCE IOWA helps small-to-medium sized enterprises understand and work through this exciting process.”

Todd E. Hutcheson, Director of ADVANCE IOWA



WHO WE ARE.

ADVANCE IOWA successfully serves businesses within Iowa and on a national level under the **Business and Community Services (BCS)** umbrella at the **University of Northern Iowa (UNI)**. Our journey began over a decade ago, rooted in the belief that shared knowledge and resources empower impactful decision-making. We recognize that clear objectives and the right tools are essential for providing direction and momentum toward success. These foundational principles continue to shape our business solutions and outreach programs, fostering growth and facilitating seamless transitions. Our dedicated team is committed to inspiring, educating, and guiding clients as they pursue their goals, ensuring the sustainability of their businesses and communities for future generations.

SOLUTIONS MATTER.

BUSINESS GROWTH

In collaboration with the **UNI Center for Business Growth & Innovation (CBGI)**, we assist businesses in identifying unique challenges and opportunities at any operational stage. Recognizing the significance of current state and market analysis, we offer strategic planning and educational workshops aimed at technology integration, diversification, sustainable practices, and more. Our approach not only enhances performance metrics but also empowers organizations to implement effective management systems and tools that drive long-term business value.

BUSINESS TRANSITION

Business valuations and succession planning ensure the longevity and stability of a company. Without a plan, the business owners, employees, and community can be negatively impacted. Together, with the **Iowa Center for Employee Ownership (IA-CEO)**, we are able to offer expert guidance, education, and resources that safeguard the continuation of the business. We help businesses by providing support, resources, and assistance to implement effective, sustainable strategies.

OUR IMPACT.



COLLABORATED with **215 SME businesses**, positively affecting **6,858 employees** across various **regions & industries**.



CONDUCTED 27 speaking engagements on succession planning & employee ownership. **ASSISTED 45** companies, **34** with employee ownership.

OUTREACH PROGRAMS



OPERATIONAL EXCELLENCE

- Performance Metrics
- Strategic Planning
- Business Systems
- Management Tools

SKILLS DEVELOPMENT

- Leadership Development
- Leader Roundtables
- Workshops & Seminars
- Resource Library

NETWORKING & EVENTS

- Conferences
- Tours & Site Visits
- Process Optimization
- Assessments

MARKETING & COMMUNICATION

- Brand Identity
- Campaign Development
- Integrated Marketing
- Design, Layout & Graphic Services

LET'S TALK!



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ORGANIZED and supported **46** educational & networking events throughout the state.

OUR IMPACT.



COLLABORATED with **170** businesses, positively affecting **5,692** employees across various regions & industries.



CONDUCTED 23 seminars and presentations on **succession planning & employee ownership**, assisting **91** companies in Iowa.

LET'S TALK!



To navigate the tides of change and achieve lasting **GROWTH**, businesses must embrace innovative solutions and **PROGRAMS** that foster seamless **TRANSITION** and adaptability.”

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Director of ADVANCE IOWA



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PARTNERED with
170 businesses, impacting
5,692 employees across the
state in all regions and industries.

BUSINESS **TRANSITION**

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ASSISTED 91 Iowa companies
and **conducted 23** seminars
or **presentations** related to
succession planning and employee
ownership throughout Iowa.

OUTREACH **PROGRAMS**

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- Business Systems
- Management Tools

SKILLS DEVELOPMENT

- Leadership Development
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EVENTS & NETWORKING

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- Tours & Site Visits
- Process Optimization
- Assessments



HOSTED and supported **46**
networking, educational,
and business assistance
workshops or events.

LET'S TALK!