



Client Spotlight

The economic heart of north central Minnesota are the small manufacturing businesses scattered throughout the region. While the manufacturing industry has faced several challenges over the past several years, one company, **Northpost, Inc.**, has survived and is positioning itself for continued growth. Northpost provides custom metal fabrication, laser welding, and powder coat painting to businesses throughout Minnesota.

As part of its growth strategy the business participated in an in-depth marketing research initiative. Working with Tom Willett, their North Central SBDC consultant, Northpost owners, Rose and Joe Ryan, began the process of implementing the principles of the Entrepreneurial Operating System® in their business to better manage additional growth. This system helps small company owners and leaders recognize where they are in the business life cycle; establish a vision for the future; implement systems to achieve that vision; and develop solid leadership.

“We recognized we needed a system to help us set a vision and manage the business as it grew,” said Rose Ryan, “the EOS concepts and tools are helping us to become better managers.” The management team implemented a scorecard system to measure results against established goals, a formal employee hiring and orientation process, and began to dig deep into learning the strengths and weaknesses of their own leadership team.

Recently sales have been growing and the company has been working to find new employees to handle the workload. Rose and Joe and the rest of the leadership team are continuing to improve their management skills and prepare their company for the economic uncertainties they may someday encounter. “We are in a competitive industry and subject to periodic economic downturns” says Rose, “we think we are in a good position now to handle whatever comes our way and the SBDC has been a big part of helping us get there.”



SBDC consultant, Tom Willett and Northpost, Inc. owner, Rose Ryan



21
 New businesses created



648
 Jobs created and saved



\$10.4M
 Capital accessed for business investment



371
 Entrepreneurs and businesses served



\$10.1M
 Business revenue increased



2,722
 Total hours of consulting services

North Central Region

Small Business Development Center

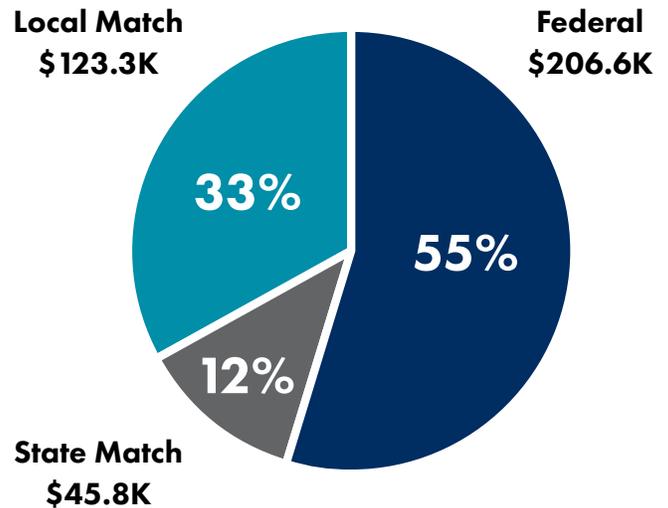
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Partners in Success

Our partners share in the vision for Minnesota's business success and recognize the positive relationship between nurturing small businesses and the well-being of their communities, regions, and the state. Funding for the program comes from the U.S. Small Business Administration, the Minnesota Department of Employment and Economic Development, and our most important local partners—the institutions of higher learning that host our regional centers.

Other local funding partners include many community lenders, economic development organizations, corporate donors, and private individuals. We're so grateful for their incredible continuing commitment to this program. Together, we are helping businesses start, grow, and succeed.

2017 Funding



Funding Partners

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