

SGBs Need Help to Get Unstuck

Lessons Learned from the Argidius-ANDE Talent Challenge

Established businesses and business leaders may get stuck in their ways. Evolving contexts, competitors threaten their businesses. They may need succession planning or have a desire to grow but don't know how. Established businesses need to change, but they need help to do so.

The Argidius-ANDE Talent Challenge covered solutions for all types of Small and Growing Businesses (SGBs). Some of these SGBs included long-established businesses run by seasoned entrepreneurs. Although these businesses are successful, changing dynamics are forcing their leaders to get out of their comfort zone and think about how to manage pressing challenges, determine how the business will sustain itself, and how to grow in the future. These businesses turned to talent solutions to help them “get unstuck”.

Two AATC finalist programs were central to addressing these challenges: Creative Metier’s coaching offer and Amani Institute’s Leadership & Management for Impact (ALMI) program. Both of these programs provided support needed to help established businesses address the next hurdle of challenges and opportunities.

Coaching that Creative Metier facilitated through local coaches provided the structure and the sounding board that many CEOs needed. Many of the SGB participants in the Creative Metier program were long-established businesses that were not growing but had ambitions to grow. They were either lacking the confidence and/or the path to growth. During the duration of the program, many faced unexpected challenges due to an unexpected downturn in the economy that challenged the existing health of their respective businesses. Coaching became a useful tool for them to reflect on their own personal leadership, pending and future business threats and opportunities, and the health of the business and their teams. Some CEOs were compelled to empower more senior leadership; others found new market opportunities; while others found the confidence they needed to lead and manage differently—changing the culture of their organization.

The ALMI program offered by Amani Institute was another solution. CEOs felt that empowering middle management to lead was the way that they would get unstuck and grow the business. Two CEOs that used the program for this purpose found that they now had business “partners”: staff members who went to Amani were now personally invested in the business and its success. They became solution-oriented sparring partners for CEOs. These CEOs no longer felt alone in solving the challenges of the business and were sourcing energy and ideas from their empowered staff members.

Sometimes businesses get stuck. Having channels to get unstuck and develop newfound confidence, ideas and plans to grow the business is essential for a business’ health and the CEO’s wellbeing. More of these offers need to be available in the market and more businesses need to seek out and invest in the services to arrive at a solution to get the business unstuck.

