

Resurgence® Program

Impact Overview 2023 Chicago Cohort



Prepared for : JP Morgan Chase & CO.

www.thekyracompany.com

Resurgence Program Overview



Company Overview

The Kyra Company is an organizational development firm that focuses on the core of your business. With a focus on People, Process, and Profitability, our commitment is to provide business leaders with the strategy and implementation support that helps them solve problems, make an impact, and leverage superior market positioning with their products and services.



Problem Worth Solving

Minority-owned businesses seldom grow their businesses into high-growth enterprises. Some barriers include lack of capital, lack of collaborative partnerships, and limited access to supply chains, amongst other reasons. As a result, they experience limited business opportunities, stagnant business growth, and ineffectual social capital resulting in slower revenue growth, limited wealth creation, and reduced job creation in their communities.



Our Goal

We understand these businesses need critical support in core areas to address this problem. Therefore, the Kyra Company co-created the Resurgence® Program with other partners to help minority-owned enterprises **secure more capital and business opportunities and expand their social capital to become high-growth and thriving minority-owned businesses.**

Our Interventions

To achieve this goal, we focused our program interventions on the following:

- ✓ **Resurgence Instruction** – implemented propriety and expert instruction on Strategic Planning, Human Resources, Business Operations, Operational Finance, Sales and Business Development, Customer Service, Training, and Development
- ✓ **Technical Assistance** – provided one-on-one coaching, peer-to-peer support, partner and lender connections
- ✓ **Online Community** – provided online forums, masterminds and weekly content to foster community

Our Key Outcomes

We focused our program on three long-term outcomes to demonstrate our achievement and progress toward this goal.

- ✓ **Improved bankability**
- ✓ **Improved supply chain readiness**
- ✓ **Increased collaborative partnerships**



Our Impact in Chicago

We are excited to share our current outputs and short-term outcomes from the **Black Professional Entrepreneurs Resurgence® Accelerator**

Dashboard

Knowledge

Collaboration

Awareness

Post-Program



Log out
*of stunted
business
growth*

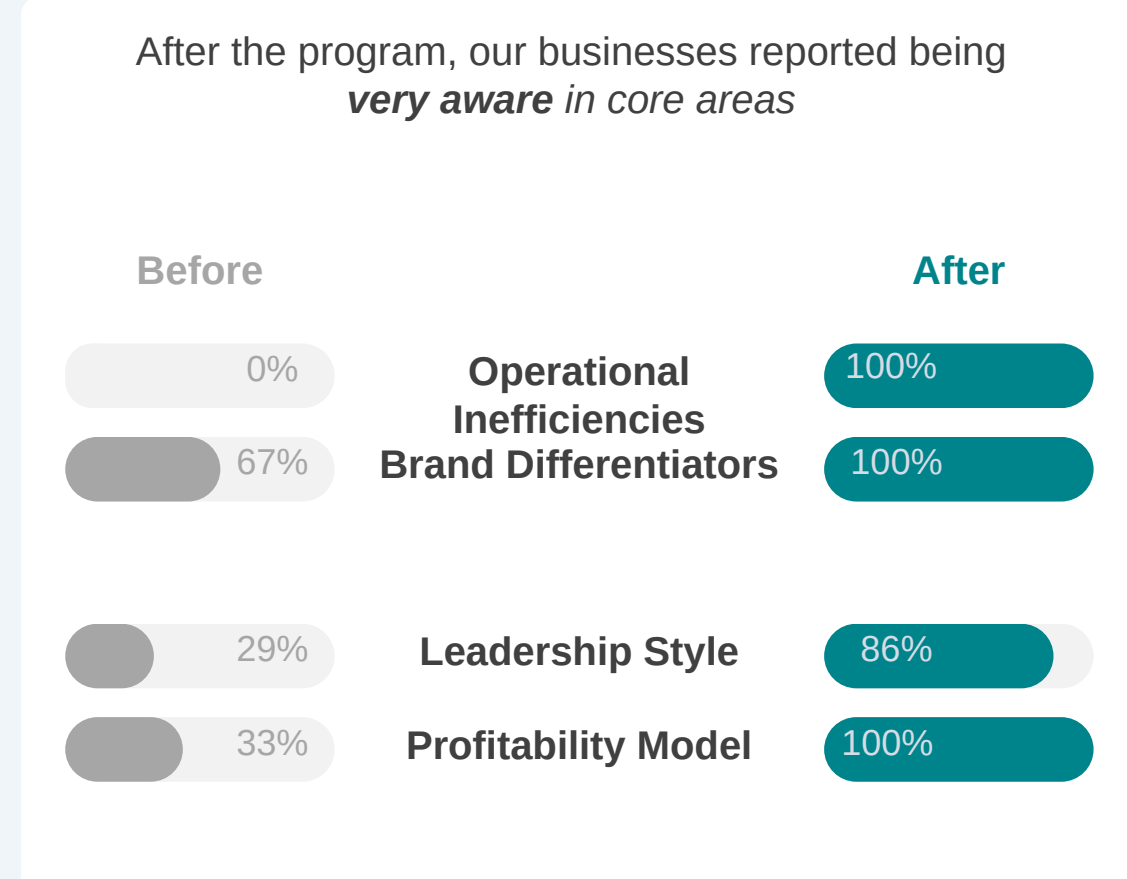
Designed by
LC Resources



Improved Bankability leads to more critical capital from funders and investors to grow their businesses. Businesses must build their business and financial management knowledge and capacity to improve bankability. We measured the following short-term outcomes necessary to achieve the long-term result of increased bankability.

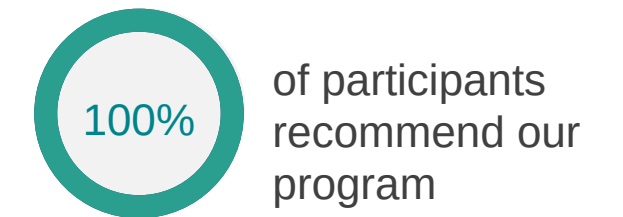
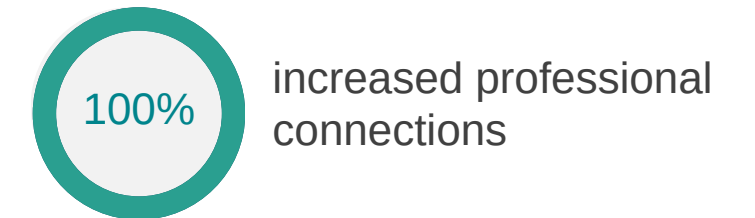


Improved Supply Chain Readiness leads to more government and corporate contracts. To improve their readiness, businesses must know their brand and leadership strengths and weaknesses to implement critical improvements. We measured the following short-term outcomes necessary to achieve the long-term result of improved supply chain readiness.

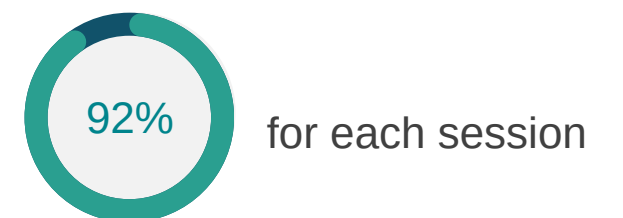


Increased collaborative partnerships lead to more business opportunities. However, to increase collaborative partnerships, businesses must increase professional connections, networks, and social capital.

Connections Matter



Overall Rating



In Their Own Words...

- I feel really good about scaling my business and taking steps in the right direction...
- I feel confident about what my business does, who we serve and where we should be looking for opportunities
- I feel confident we will continue grow and gain the funding needed to provide services within the community
- I feel very strong and confident

Chicago Cohort Outcomes

- Dashboard
- Knowledge
- Collaboration
- Awareness
- Post-Program



15
Cohort Members Completed the Program



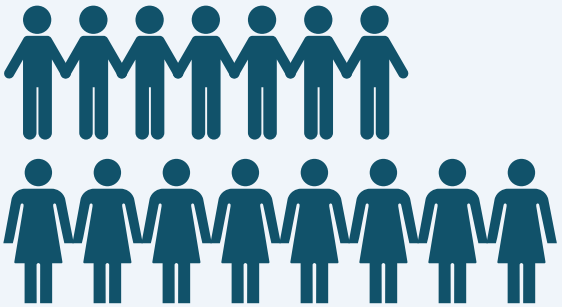
\$425k
Average Annual Revenue



Industries
Industries Included - Education, Retail, Beauty, Non-Profit, Corp Services, Financial Services, Training and Development



7 Men
8 Women



73%
Attendance Rate

Log out
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Feedback by Session

1

Strategic Planning

The Anatomy of Strategy
Planning the Next Months

Aligning the People, Process,
and Profitability values to your
Plan

RATING - 8.5 

FACILITATORS: Tamika Griffith & John Whaley

FEEDBACK



- Practical insights and real-time discussions were well-received.
- Facilitators were commended for their energy and engagement.

2

Business Operations

Organizational Management
Adapting to Crisis as a Small
Business, Developing a Business
Continuity Plan, Processes and
Procedures, Workload
Distribution Model

RATING - 9.7 

FACILITATORS: Tamika Griffith & Paula Whitfield

FEEDBACK



- The facilitators' knowledge and enthusiasm were highly praised.
- Participants appreciated the session's practical insights, such as process mapping.

3

Operational Finance

Reports and Financial
Statements, Forecasting
Profit and Loss, Reporting and
Management

RATING - 9.4 

FACILITATORS: Bianca Carey & Nanette Ray

FEEDBACK



- The session was seen as pivotal for understanding operational details and revisiting essential business concepts.
- The breakout sessions and one-on-one interactions were highlighted.

4

Human Resources

HR management and role design
Leadership DISC Assessment
and Debrief, The Hiring Process
Talent Management Processes,
Policy, Talent Development and
Attraction

RATING - 9.7 

FACILITATORS: Arquella Hargrove & Hope Malveaux

FEEDBACK



- The session was noted for providing useful information about creating KPIs and integrating team members into corporate culture.
- Attendees found the session essential for growth businesses and highly recommended it for its insights into HR management.

Feedback by Session

5 **Marketing & Branding**

Understanding the difference between marketing, sales, and business development, Establishing and reinforcing brand identity, Marketing methods that enhance and increase success, Understanding the conversion process, Building a reliable marketing strategy

RATING - 9

FACILITATORS: Larvetta Loftin & Derek Ross

FEEDBACK



- Participants found the information game-changing and liked the new perspectives it provided.
- The session was recommended for its ability to encourage exploration of new ideas in marketing and branding.

Masterclass
Becoming BankReady®

- Strategic Business Road Mapping
- AI Supported Business Development Models
- Increasing Small Business Capacity

RATING - 10

Subjet Matter Expert and Bank Ready Designer: Jean Austin, Austin Business Strategies

FEEDBACK



- Incredibly useful and jam-packed with information.
- The AI tool is powerful and seems like the perfect system to build my reports for my banking team.

6 **Leadership Development**

Training Plan Design for the business owner and their team
Design the talent success path
Learn training and development best practices to recruit, engage and retain employees
Identify tools to support the development of a progressive learning culture within the organization. (surveys and assessments)

RATING - 8

FACILITATORS: Shantera Chatman & Lillian Davenport

FEEDBACK



- The session was appreciated for providing a good amount of examples.
- The facilitators were praised for their knowledge and enthusiasm.

Partnerships & Collaborations

Event Vendors

- Catering - Clark Catering Inc., Puffs Pastry LLC
- Venue - M Lounge
- Photographer - Jamaal Raushan Photography
- DJ - Jay Green

Facilitators

- 12 Small Business Owners

InnoQuad Global

- 4 Strategic Partners

Chicago Partners

- Flowers Communications - PR Firm
- Chicago Minority Supplier Development Council
- LISC

Custom Website

- <https://www.resurgenceaccelerator.com/chicago>

JPMC

- Advancing Black Pathways Team
- 5 JPMC Team Members

Internal TKC Team

- Kyra Hardwick, Co-Creator
- Alena Conley, Program Manager
- Shanita Johnson, Project Manager
- Kayla Johnson, Project Coordinator
- Janet Martin, Program Coordinator
- Lya Pollard, Marketing & Branding

Outreach Partners

- Alexander Legacy Private Wealth Management
- Ease Automations
- Business Leadership Council
- Chicago Area Urban League
- Greater Southwest Development Corporation
- The Boss Network
- Alpha Kappa Alpha Sorority Inc. - Central Region
- WBENC - Midwest



Earned Media Impressions:

544,000 est.

Business Community Exposure:

Conducted outreach and initiated connections with more than two-dozen business organizations and chambers of commerce, including meetings and/or expressed interest from the Illinois MBDA, the Beverly Chamber of Commerce and the Hyde Park Chamber of Commerce.

Increase in Applications Prior to Program Deadline:

The Kyra Company reported a substantial increase in program applications following a live on-air interview on WVIN-AM and application cycle mention at the Chicago Citizen newspaper.

GRASSROOTS PR & MARKETING CAMPAIGN

The Goal

Flowers Communications Group (FCG) devised and executed the media strategy for the inaugural Chicago cohort of the Black Professional Entrepreneurs Resurgence Accelerator Program, presented by The Kyra Company and sponsored by JP Morgan Chase & Co.

The Approach

- Providing strategic counsel on media opportunities
- Developing narrative threads and potential story angles for press
- Adapting key messages and preparing media materials
- Conducting local media outreach
- Media list development
- Press release development and distribution for the cohort announcement
- Disseminate program details to key community and business organizations to drive awareness and make connections
- Interview coordination and staffing
- Monitoring for coverage, reporting and recapping

Opportunities and Lessons Learned

Feedback from TKC



- Increase the timeline for marketing asset approvals to account for the required time for external marketing efforts
- Service-based businesses can be broad and the capacity for scalability may vary, especially for solopreneurs and coaches. Because of this potentially lowering the revenue criteria and redefining the “growth stage” for these types of businesses should be considered.
- A combined earned and paid media approach could resonate well during the next cycle, especially with the multicultural segment, both in terms of equitable spending, relationship building, achieving program objectives, and supporting an ecosystem of entrepreneurs who also operate as trusted sources of news and information.
- A 3-hour session minimum was recommended in future cohorts based on consistent member feedback.

Feedback from Cohort



- Convert the workbook to more of a textbook with learnings and activities in the same document: Participants would like more of the slide content included in the workbook materials for reference and follow-up in addition to the worksheets.
- Extended and in-person sessions: A common request was for longer sessions, with some suggesting an additional hour or so, and a preference for in-person engagement.
- Facilitation adjustments: Some participants questioned the need for two facilitators or requested more facilitator time during breakouts.
- Content tailoring: Suggestions included gearing presentations more towards solopreneurs or businesses with fewer full-time employees, with content that grows with business needs. Creating a program that supports progressive growth.
- Streamlined access to materials: Requests were made for consolidating platforms to access session materials, aiming for a single access point.
- Focus on analysis: More discussion around analysis, KPIs, and setting up dashboards was desired.
- Finance guidance: Advice on what to look for when hiring a financial professional, whether a contract CFO or full-time, was requested.
- Make the one-on-one sessions mandatory: Some found individual sessions very helpful and suggested making them mandatory.
- More participant engagement: Participants expressed a desire for increased participant engagement and less facilitator-led forum time, especially as the sessions progressed.



CEO Roundtables

These exclusive gatherings bring Resurgence alumni together with experienced industry leaders for insightful discussions, knowledge sharing, and networking opportunities.



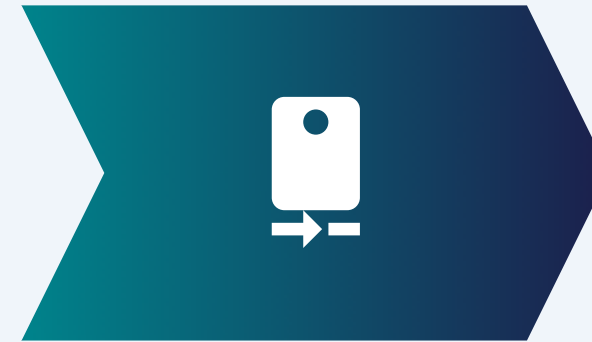
Online Community

Our vibrant online platform provides a space for Resurgence alumni to connect, collaborate, and continue their entrepreneurial journey through discussions, resource sharing, and networking.



Alum Demo Day

A potential future event where Resurgence® alumni can showcase their businesses and innovations to a wider audience, fostering connections and potential collaborations.



Facilitation Opportunities

Resurgence alumni have the chance to become facilitators, sharing their expertise and experiences with new cohorts, enriching the program and mentoring the next generation of entrepreneurs.



RESURGENCE

THANK YOU!

- Dashboard
- Knowledge
- Collaboration
- Awareness
- Post-Program



TKC.

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