

## CHICAGO BUSINESS LEADERS

# A World Made Better by Entrepreneurs

Cultivate Advisors guides entrepreneurs to next-level results and a stronger work-life balance.



Casey Clark and the Cultivate team celebrating four years on the *Inc.* 5000 list in Cabo.



**"M**ost business owners, although passionate about their product or services, struggle with running a company and understanding how to scale," says Casey Clark, CEO and cofounder of Cultivate Advisors, a business advising firm offering one-on-one tailored advising.

Cultivate has been a champion of the entrepreneurial spirit since its founding in 2013. It has helped thousands of companies achieve more than 40% average growth in top-line revenue and 65% in bottom-line profit without sacrificing equity.

Helping clients break down goals and develop a one-of-a-kind, long-term roadmap in pursuit of their vision are entrepreneurial-minded advisors who have firsthand experience with running successful businesses. Meeting with clients one-on-one, they develop a protocol for healthy business practices. The outcome enables clients to grow their sales and marketing, develop leaders, promote solid recruiting

practices, and increase productivity and technological capabilities.

"Our methodology is to propel businesses by emphasizing a supportive and encasing infrastructure so there's a better chance of productivity and scalability," says Clark. "If the propeller isn't built properly, like on a plane, the business will hit turbulence."

## The Golden Age of Entrepreneurship

Clark's lifelong passion for helping fellow entrepreneurs succeed started with owning a successful home service franchise. He went on to coach and scale franchisees across the country and saw that most owners struggle with the same challenges regarding business growth.

To make the world better for entrepreneurs, Casey started Cultivate. "A business owner can get stuck in the day-to-day activities, and when they don't pull themselves out to work *on* the business, the business ends up running them," he says. Casey and his team

help entrepreneurs take a step back to look toward the future so that they can work on the right things to achieve their goals.

According to Clark, people come to Cultivate because "they're either growing quickly, and the train is coming off the tracks, or they're stuck on a treadmill, running in place." Underscoring the urgency is data from the U.S. Bureau of Labor Statistics, which shows most businesses fail in the first five years. Having secured spots on the *Inc.* 5000 Fastest-Growing Companies list since 2018, the firm has proven it's onto something.

"We're growing massive percentages year over year," iterates Clark, who credits the firm's double-digit growth to the success and growth of the entrepreneurs the team works with every year. "Change can be challenging for those not used to scaling; being mindful of culture and understanding what levers to pull can create growth. We're here helping business owners create the business they desire—we're training CEOs."



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