



NEXT LEVEL[®]
NORTHWEST



RADA AUTO: THE FAST LANE TO BUSINESS GROWTH

People don't always set out to be first. Typically, they set out to do something they love. This was the case for Tom Tkaczyk, owner of Rada Auto in Elk Grove Village and the first graduate of Next Level Northwest's (NLNW) Business Accelerator Program.

30% REVENUE GROWTH
AFTER COMPLETING NLNW PROGRAM

PLANNING FOR GROWTH

Tkaczyk had been looking to grow Elk Grove Village-based Rada Auto, including improving shift management, implementing more workplace organization, and better planning for the near and long-term future of the company when he learned about NLNW's free Business Accelerator Program—a 90-day business coaching engagement awarded to the winners of a Pitch Night for local businesses. He signed up to make his pitch for Rada Auto with the hopes of gaining the skills and mastering the knowledge he needed to grow the nearly 40-year-old company that his grandfather had started in 1982.

CONNECTING WITH A LOCAL EXPERT

He succeeded almost immediately. NLNW's Business Accelerator Program had been specifically designed to enable business owners and operators, like Tkaczyk, to learn how to solve challenging business issues, increase productivity, and gain access to a regional mentor network. Tkaczyk was elated when in November 2018 he made his pitch for Rada Auto in front of NLNW's panel of judges and was selected as a winner and invited to join the program.

After being selected, a thorough review of Rada Auto's business needs was completed to identify the company's strengths, pain points, and opportunities for growth. The resulting data was used to match Tkaczyk with a professional business coach who not only aligned with him personally but who also had the experience in the key areas needed to help Rada Auto thrive.

Sybil Ege, a professional business coach as well as the CEO and Co-Founder at The Business of Food, was vetted by NLNW before being hand-selected to work with Tkaczyk and Rada Auto for the duration of the 12-week accelerator program.

I think **ALL BUSINESS OWNERS** should commit to doing everything they can to benefit themselves, including **APPLYING TO THIS PROGRAM.**

Tom Tkaczyk, Owner of Rada Auto

DRIVING RESULTS

Under Ege's guidance, Tkaczyk learned about often neglected elements that business owners need to focus on in addition to a variety of methods to streamline day-to-day operations. Taking the lessons to heart, Tkaczyk began rapidly incorporating what he was learning in the program and Rada Auto began experiencing almost immediate results in the forms of a 30% increase in revenues, optimized scheduling, and improvements to the company culture even before the 90-day program was complete.

Such a swift implementation of the information gained through Ege's coaching was an unexpected but pleasant surprise. As Ege noted, "the role of a business coach is to force business owners to take a step back and look outside the box," and that's exactly what Tkaczyk did as he began implementing what he was learning at Rada Auto almost as fast as Ege was able to teach.

Upon his completion of NLNW's business accelerator, Tkaczyk reflected that while there were many things he thought he knew going into the program, what he learned in his 12 weeks had provided him with additional knowledge, new insights, and a reinvigorated perspective on how to continue growing and improving Rada Auto. "I'm very thankful for this opportunity", said Tkaczyk, "it helped me develop my business, and it helped me develop myself." When asked if there were any advice or insights he would pass along to other Chicagoland business owners, Tkaczyk stated, "I think all business owners should commit to doing everything they can to benefit themselves, including applying to this program."

ABOUT NEXT LEVEL NORTHWEST

Next Level Northwest is a not-for-profit business accelerator program that supports existing local businesses. The program was founded by five Northwest Chicagoland municipalities—Elk Grove Village, Hanover Park, Hoffman Estates, Rolling Meadows, and Schaumburg—as a public-private partnership to support regional and local businesses through collaborative and innovative initiatives to help grow local economies. To learn more about Next Level Northwest or to submit an application for your company to join the next class of companies in the business accelerator program, visit www.nextlevelnorthwest.org.

THE PATH TO SUCCESS STARTS HERE



To get started, visit NextLevelNorthwest.org and/or contact your local Economic Development Director for more information.

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