Central Indiana’s mid-market companies – those at least five years old with $5 million to $50 million in sales – are the backbone of the state’s economy, and the Butler Business Accelerator is helping this sector achieve profitable growth. Over the past four years the Butler Business Accelerator has helped more than 30 clients in 17 diverse industries improve their performance. The results? One client saw a 35% increase in sales, resulting in a four-fold increase in free cash flow. Another was able to reduce inventory by more than $2 million. Yet another’s first quarter sales increased by 25% after the Accelerator assisted management in constructing an annual, growth-focused profit plan that better used the company’s resources.

Established through the generosity of a Lilly Endowment grant to Butler’s College of Business, the Accelerator offers expertise in five focus areas:

- **Business Strategy** guides the owner’s ability to be intentional rather than reactive on the direction of his/her business in a one-to-five-year horizon.
- **Operational Discipline** provides proven techniques for reducing cost in operations, improving competitiveness and adding capacity without additional capital investment.
- **Organizational Development** provides enablers to improve management effectiveness, thereby leveraging the company’s investment in people.
- **Marketing & Sales Optimization** provides the strategic thinking, direction and resources necessary to develop, plan, execute and evaluate smart, effective marketing and sales initiatives.
- **CFO Services** provides sophisticated finance, treasury and management accounting services without the need for investment in additional people.

“Many businesses can’t afford to hire all the talent they need,” says Executive Director Lawrence O’Connor, Jr., a former president of Bank One Indiana and past Interim CEO of the Indianapolis Museum of Art. “The Butler Business Accelerator’s professionals can really accelerate the efficiencies, sales and profitability of a company’s operation. Our goal is to make the company more valuable and increase cash flow.”

“One of the elements of the Butler Way is selflessness, and we endeavor to always put our clients first,” says O’Connor. “We’re not a one-shot consultant in to install a program of some kind. Our goal is to develop an ongoing, continuing relationship,” he says.