

# Full Circle: Why, Who, How?

## Why?

Since 80% of a community's economic growth comes from the existing local business base, it is vital that we work together to care for our existing businesses and assure they are successful doing business here. The **Full Circle** concept is simple: The health of our companies comes full circle and touches everyone who lives and works in Fond du Lac County. The wellness of our companies reflects the well-being of all of us. And, ultimately, this all comprehensively reaches out in a radius to our neighboring communities and counties.

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## Who?

Several economic development partner organizations in Fond du Lac County as well as volunteers from vast business backgrounds are cooperating to carry out this important existing business development program. Together, we work with the area's existing

businesses to help them thrive and grow in Fond du Lac County, uncovering specific challenges which might impede growth and gathering information to develop new programs to address business needs. The program is coordinated by Fond du Lac County Economic Development Corporation (FCEDC).

## How?

Our program is volunteer based, with business people from many professions serving on the **Full Circle** Existing Business Development Committee. Included on the committee are representatives from area municipalities, utilities, the banking industry, local educational institutions and others. The ExecutivePulse web-based business retention tool is used to gather information about the general business climate and identify referrals or assistance needed. This system is currently being used throughout Northeast Wisconsin.

## Solving Problems Through Partnerships

After a business meets with a **Full Circle** volunteer and dialogues about things such as positive trends, challenges, potential growth and development opportunities, this confidential information is entered into the ExecutivePulse system. This allows for important business trend tracking and reports (always output in aggregate form). In addition, it allows for stronger relationships between the businesses and all of the resources available to them. Referrals can be made based on input received during the discussion.

## Final Results: New Programs to Serve Businesses

Utilizing ExecutivePulse to identify trends, all of the **Full Circle** partners can work together to create programs and coordinate services to better serve the businesses in Fond du Lac County.





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The **Full Circle** Existing Business  
Development Program is a cooperative  
program of Fond du Lac County  
economic development partners. It is  
administered by Fond du Lac County  
Economic Development Corporation.



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**Full Circle**  
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