

# Uniting the Business Community

## WHAT THE RESEARCH REVEALED:

The Gallup survey clearly identified policies that Missouri employers want addressed, but employers were not confident in elected officials' ability to enact change. Only 20 percent of the business leaders surveyed believe that politicians are committed to improving the state's business climate. Elected officials have championed numerous economic studies and initiatives over the years, but those plans languish when the politicians leave office. Many of the findings in the [Missouri 2030](#) research echoed previous studies and analysis. Unfortunately, no long-term, actionable plan has been put in place to implement the changes. Missouri has seen a cycle of studies pointing out problems without a unified vehicle to act.

Our research demonstrates that Missouri employers want to change that dynamic. According to the one-on-one CEO interviews, 87 percent believe the Missouri Chamber should serve in the leadership role to advance a unified initiative to better position our state economically.



## HOW MISSOURI 2030 CAN HELP MISSOURI BETTER UNITE:







By building relationships with our local chambers of commerce and other economic stakeholders, we can channel our collective strength to advance our state.

Communication is key, and the Missouri Chamber will invest in a variety of communication tools and networking events to keep stakeholders informed.

## Goal: Unite the business community.

### Action steps:

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- ▶ Create an online dashboard to display Missouri's progress in key economic indicators and hold leaders accountable for improvement.  **PROGRESS!**
- ▶ Continue to hold strategic planning sessions with the state's most influential CEOs to keep the business agenda focused.  **PROGRESS!**
- ▶ Continue to build the Missouri Chamber Federation, a network of Missouri's strongest chambers of commerce, by adding more members and arming members with resources and tools needed to engage in statewide advocacy and workforce and economic development initiatives.  **PROGRESS!**
- ▶ Continue to build the Missouri Chamber Small Business Alliance, which consists of Missouri Chamber Federation member employers with 10 or fewer employees. These employers automatically become members of the Missouri Chamber and receive all advocacy and select member benefits free of charge.  **PROGRESS!**
- ▶ Secure endorsements of [Missouri 2030](#) from other influential economic development, workforce development and trade associations and provide materials that these entities can use to educate their constituents and advocate for those measures in the plan that align with their goals.  **PROGRESS!**
- ▶ Invest in communications and strategies to improve Missouri's business image.
- ▶ Issue frequent media releases, provide briefings and communicate economic development accomplishments to the public, investors and stakeholders.  **PROGRESS!**