



Iowa Association of  
Business and Industry

## **BizWise harnesses the power of peer-group learning**

At the Iowa Association of Business and Industry (ABI), we believe in the power of peer group learning.

In 2015, ABI created a powerful offering of peer group learning opportunities meant to help leverage human capital within an organization.

When it comes to business, none of us is as smart as all of us. Not only is it lonely at the top, it's also lonely in the middle.

The main objects of ABI's Biz Wise programming include:

- An opportunity to help managers and executives develop their strengths (knowledge, skills and talents) to fully fill their role.
- A safe place to share challenges and opportunities.
- Unvarnished advice from a group of trusted peers.

ABI offers Biz Wise programs by region of the state in three different working areas:

**MarketWise:** A group dedicated to the challenges of those in marketing professions. (Already established in northwest and northeast Iowa)

**FinanceWise:** A group of financial professionals studying and analyzing the challenges faced by financial executives.

**LeanWise:** A group studying the latest lean principles, sharing best practices in efficiency and process improvement. ( Already established in northeast and southeast Iowa)

For more information on ABI's Biz Wise program and how someone from your company can get involved, contact Holly Mueggenberg at [hmueggenberg@iowaabi.org](mailto:hmueggenberg@iowaabi.org) or 515-235-0572.