

Market Diversification User Group

Manufacturers: Create Your Future

- Find new markets.
- Become an innovation leader.
- Plan and track your performance.

User Group Description

Create businesses on track for growth and innovation by finding new markets, creating new products, and promoting effectively. Markets are changing fast. Customers are increasing the pressure for lower pricing while commodities and energy costs are going up. Technology and lean manufacturing can only keep companies even with the competition. Find opportunities that set your business apart from the competition and apply new skills in new markets.

Combining facilitated workshops with one-on-one custom consulting, the Market Diversification Users Group is a step-by-step approach to learning the tools and processes to grow a better business today and tomorrow, and create an innovation culture and management system.

The Market Diversification User Group will learn to:

- Develop and map strategies for success
- Establish metrics to measure progress
- Gain company-wide support for new efforts
- Learn to target ideal customers
- Improve the sales process for greater results
- Establish customer outcomes that can be measured

The User Group curriculum is based on the experiences of the two top professionals in the field who developed this program and embraces principles from Blue Ocean Strategy by Chan Kim and Renee Mauborgne, Robert Cooper's Stage-Gate® Process, Balanced Scorecards and Strategy Maps from Kaplan and Norton, Miller-Heiman's Strategic Selling, and Carlson & Wilmot's Innovation.

Outcomes/Benefits

As a result of participating in the Market Diversification User Group, each company will develop the foundation which will be used to develop a customized program for your business and ultimately a framework for determining your organization's future strategies.

Market Diversification User Group

Targeted Participants

This User Group should include management, sales, marketing, and others who contribute to the sales, marketing, and business and product development for their company.

User Group Format:

Number of sessions: 9 Sessions

Length of session: 3-4 hours

Frequency of sessions: monthly

Curriculum

The primary subject matter explored and proposed activities for each session are:

- Session 1: Diversification Readiness
- Session 2: Marketing & Competitive Differentiation
- Session 3: Strategic Planning
- Session 4: Strategic Planning
- Session 5: Ideal Customer Profile
- Session 6: Strategy Maps
- Session 7: Balanced Scorecards
- Session 8: Idea Generation & Screening
- Session 9: Idea Generation & Screening

Facilitators

Kathleen Hoyle and Bob Johnston, Consulting & Communications, LLC

Cost

\$2650/company, up to three participants

Register

Please contact MMTC-West at The Right Place

616-771-0561

mmtcwest@rightplace.org