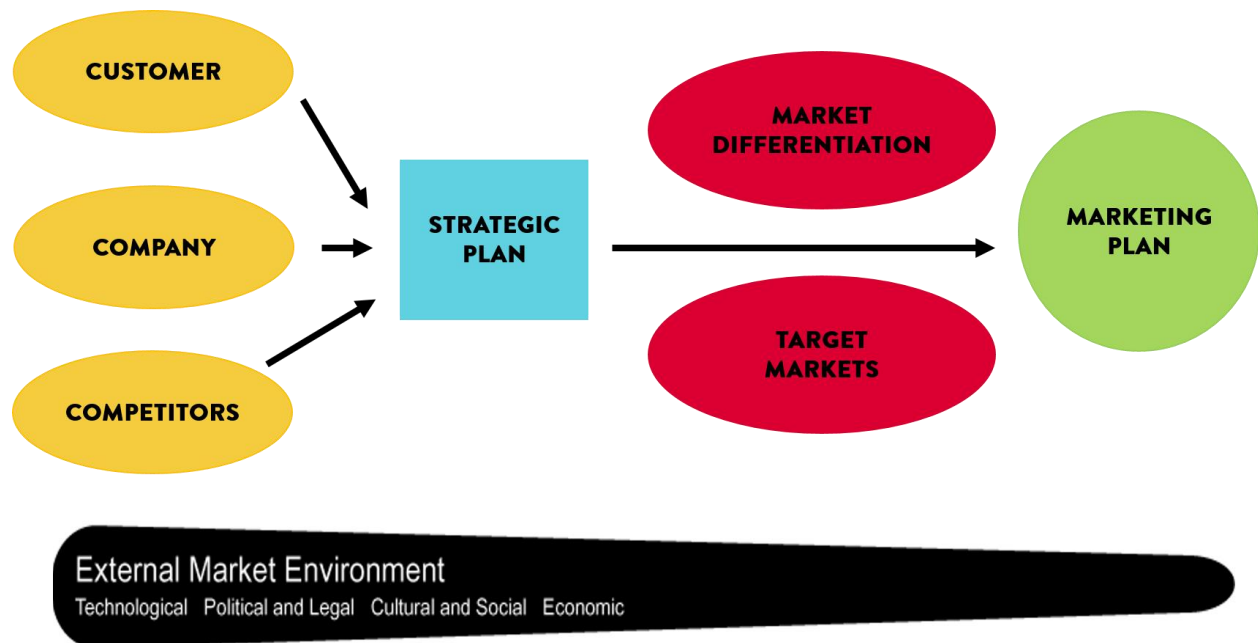


BUSINESS GROWTH

AND INNOVATION PROGRAM

Forward-thinking business leaders regularly evaluate their products, capabilities, and customers. In today's rapidly changing economy, businesses must identify new markets and new products, services and processes efficiently and effectively. This requires good knowledge and tools.

Through the Business Growth & Innovation Program, a company can gain the tools to identify new markets for entry, develop an in-depth understanding of the needs and requirements of customers in these markets, propose strategies to serve these customers, and create a process to implement innovative solutions. This program also will assist a company in establishing goals and objectives for the future to broaden your scope of capabilities that align with your distinctive competence. This program is based on proven sales, marketing, and planning principles which use information on the customer, company objectives and resources, and competitors to a core plan that differentiates the organization in the marketplace.



Business growth development is more than going out and looking for new orders. It's about carefully examining what the company does, what the company can do, and deciding how the company can provide the products and services required to fill those orders. Learn the necessary tools to grow markets as well as how to implement business processes and improvement practices so that an organization hits established targets. With a combination of facilitated group workshops and one-on-one customized training, a company will gain transferable skills that it can begin using immediately.

The initial workshop, Growth Readiness, begins the process for choosing a direction for the company. A Transformation Plan will then be developed with recommendations for additional workshops based on the specific needs. Upon completion of the Business Growth Program's Transformation Plan, companies can elect to participate in a facilitated maintenance program.

PROGRAM COMPONENTS

I. Strategy Development

Create the underlying foundation for a company by providing focus, direction and an understanding of the resources required for future growth. These sessions will define the strategic issues, assess the current environment, develop goals and objectives, as well as create and measure action plans focusing on sales, product development and other operational areas.

- Growth Readiness
- Marketing & Competitive Differentiation
- Strategic Planning
- Ideal Customer Profile
- Strategy Maps
- Balanced Scorecard
- Idea Generation & Screening
- Sales Management
- Market Knowledge Systems
- Change Management
- Assessing Company Skills
- Industry Development Strategies
- Marketing Strategy Development

II. Innovation Management

Create a framework and processes that convert a company's core competencies, knowledge and ideas into commercial use typically in the form of new products, services or processes. These sessions will provide a holistic approach to understanding a business's full product offerings and how to manage these throughout their lifecycle.

- Introduction to Innovation Management
- Lifecycle Planning Strategies
- Innovation Curriculum Overview
- Innovation Team Development
- Innovation Culture
- "Green" Product Development
- Team Building
- Innovation Process Planning
- Resource Allocation Strategies

III. Commercialization Strategies

These sessions provide an in depth focus into some key areas to aid in the successful commercialization of ideas that will drive company growth. Topics will introduce tools and processes for companies to more accurately develop pricing strategies, manage product development and meet market challenges.

- Business Plan Development
- Financial Analysis
- Intellectual Property Fundamentals
- Distribution Strategies
- Brand Development





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