

GROWTH SKILLS ASSESSMENT

Answer each question using the scale below.

Not Great World Class
0 1 2 3 4 5 6 7 8 9 10

1. How good are you at 1) Discovering, 2) Developing & 3) Profitably executing new CHOICES for profitable growth?
2. How good are you at developing New Customers & Markets?
3. How good are you at taking advantage of EXPORT opportunities?
4. How effective are you at developing effective Sales & Marketing messages?
5. How good are you at communicating a NUMERIC BENEFIT?
6. How good are you at ANTICIPATING FUTURE NEEDS of Customers/Markets?
7. How good are you at leveraging Green / sustainability?
8. How good are you at getting your employees to Work Together on Growth?
9. How good are you at continuously maintaining a DRAMATIC DIFFERENCE vs. Competition?
10. How good is your SYSTEM for EXECUTING Growth Projects that offer a Dramatic Difference?

Total your score: _____

If your score is lower than 80, then the Eureka! Winning Ways program can help you grow.

Why?

Because, each of the 10 areas proven to make the biggest impact on growth are addressed through the Eureka! system.

USA's #1 Most Reliable & Successful Growth Program

For Small & Mid Sized Companies like...

Manufacturing Job Shops • Industrial Valve Company • Commercial Bakery • Oil Rig Equipment Company • IT Security Software Co • Vibratory Screen Mfg. Co • Industrial Measurement Co • Packaging Printing Co • Air Compressor Mfg. Co • Integrated Circuit Equipment Co • Warehouse Equipment Co • Commercial Mint • Commercial and Consumer Cutlery • Kitchen Cabinet Mfg. Co • Stone Tile Manufacturing Co • Aerospace Sub Contractors • After Market Power Equipment Parts • Emission Testing Equipment • Pressure Vessel Manufacturing • Specialty Chemical Mfg • Wood Toy Manufacturing • Uniform Manufacturing • Elevator Products Co • Educational Equipment Co • Book Publisher • Clean Room Products • Hoist and Crane Mfg • High Performance Sensor Mfg • Rubber Parts Supplier • Military Countermeasure Decoys • Hermetically Sealed Connectors • Hospital Supply Chain Mgt • Furniture Mfg • Smart Card Product Solutions • Navigation Instrument Co • Sporting Gear Mfg • Recycling Equipment Company

WHAT CLIENTS SAY

Hilarie Meyer of Campbell Hausfeld: It gave us a new focus on the end user and on making our products different. The result is a projected \$12 million in new sales this year and nearly 3 times that amount down the line.

Richard Powell of Brunson Instruments: The program help us get focused, so rather than just constantly talking, we're actually taking 3 products to market.

CJ Buck of Buck Knives: Eureka! opened up new market opportunities for us which could grow our company by 400%. You'd be a fool not to do it.

Betty Brennan of Taylor Studios: Through the Eureka! process, we identified several new markets for our products. By year 3, we expect \$500,000 in additional revenue from the first market.

Bruce Boxterman of Richards Industries: We went from the Eureka! Winning Ways session to launching a new product line in just over four months that's delivered millions.

Ed Wolbert of Transco Products, Inc: The Eureka! process kept us very focused on ideas to grow the company, and IMEC was great at staying with us and holding our team accountable.

Sam Pratt of Rockland Manufacturing: The most complete growth process we've ever discovered.

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SEE INSIDE for our Scientific Growth Assessment to see where you're winning and losing on growth.

IS YOUR COMPANY LIVING UP TO ITS GROWTH POTENTIAL?



A Scientific System for Accelerating Top-Line Growth and Growth Leadership

Eureka! Winning Ways is an entire system designed to help you grow your company to its full potential. It's part workshop, part leadership training program and part speed development system that helps you maximize your growth.



GROWTH PIPELINE ASSESSMENT

GROWTH GOALS

- a. What are your sales today? \$ _____ M
- b. What do you want your sales to be 3 years from now? \$ _____ M
- c. Growth Goal (b-a) \$ _____ M

PIPELINE REALITY

- d. How much incremental growth do you expect over the next 3 years? \$ _____ M
(Incremental growth = working harder, entire industry growth, etc.)
- e. What are the top 3 systematic growth initiatives in your pipeline & what are they worth?
1. _____ \$ _____ M
2. _____ \$ _____ M
3. _____ \$ _____ M
- f. Pipeline Reality (d + e) \$ _____ M

GROWTH GAP/EXCESS

- g. Growth Gap/Excess (c – f) \$ _____ M

If there's a gap in your growth pipeline, then Eureka! Winning Ways can help you fill it.

*The average company through the Eureka! Winning Ways process has a **98%+ success rate** discovering and developing ideas for growth.*

HOW EUREKA! WINNING WAYS WORKS

Step 1: Workshop

We start with a two hour meeting that gathers insights. An online survey measures your team's growth leadership versus a world class growth team. All of this helps customize our work for your team.

In a one day session, your team works TOGETHER to create ideas for growth that balance what customers dream of and what you can practically deliver. Ideas are developed for:

- 1) More effective Sales Messages
- 2) New Customers or Markets
- 3) New & Improved Products/Services
- 4) Export Opportunities
- 5) Green/Sustainability Opportunities

Step 2: Research

Your team selects ideas with the greatest odds of success. Research then aligns your team on those growth ideas with the greatest chance of generating CUSTOMER PULL. Specific diagnostics help you improve your odds of success:

- Overt Benefit – helps drive customer interest
- Real Reason to Believe – increases sales closing rates
- Dramatic Difference – increases profitability

Step 3: Speed Development

At a half-day meeting your team creates a step-by-step action plan for turning the top growth ideas into reality. Importantly, the process reduces risk, increases meaningful learning and accelerates time to market in SMARTER, LESS COSTLY ways. Weekly coaching sessions over a month keep your project leaders on track, accelerating learning by applying 7-day rapid cycles of “fail fast – fail cheap – get smart” learning – keeping the budget low but the learning and profit potential high.

Step 4: Repeat

Because the need for growth never ends, you “reload” the next quarter – repeating an abbreviated workshop, running research and using our fast development process to move new ideas through the pipeline.

WHAT YOU'LL GET

TO GROW YOU, YOUR MANAGERS AND YOUR BUSINESS:

1. **You'll Learn the Latest WISDOM on how to Grow Profitability.** The program features the latest learning from academic research and the world's largest continuing analysis of how to best grow top-line sales for small & mid-sized companies.
2. **A System for LEADING Genuine Growth.** This is not a “one off” event. Eleven cycles of teaching and applying the latest wisdom on growth will enable you to refill your growth pipeline on a quarterly basis to achieve continuous growth.
3. **“Customer Pull” Growth.** You'll create DEMAND PULL using the 3 laws of Marketing Physics (Overt Benefit, Real Reason to Believe and Dramatic Difference).
4. **PROFITABLE & Practical Growth.** Your entire team will learn how to simultaneously engineer your 1) Customer Promise, 2) Product Reality and 3) Bottom Line Business Opportunity.
5. **A System of Execution That Reduces Risk, Cost and Time to Market.** We'll coach your team on how to grow your company without extra money or staffing.



Business Improvement Specialists

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