

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.



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