



Solutions in **Customer Engagement**

*How do you obtain
information from your
customers?*

*How do you engage
customers by serving
their needs and building
relationships?*



Business Growth Planning

Manufacturers of all sizes and within all markets struggle to effectively build and execute a business growth strategy. Planning activities, researching opportunities, preparing the team and implementing tasks on time and on budget can burden the resources of the organization, including its leadership, but is critical to the future of the organization. Manufacturers struggling to execute or maintain a business growth process generally experience one or more of the following challenges:

- **Market Saturation** - Products or services are becoming commodities and yielding unacceptable margins
- **Chaotic Growth** - Unable to take on new work without disrupting service to existing customers
- **Roller Coaster Sales** - Customer's buying cycles result in periods of intense activity, followed by the inevitable trough
- **Reactive Growth** - Lacking an established growth plan; respond to each business opportunity as it arises; does not seize the opportunity to create interest and demand

WORKING WITH IMEC

IMEC works with companies to support the planning and implementation processes through supporting and coaching internal staff and providing an extra set of hands to finish tasks when necessary.

OPPORTUNITY RESEARCH

To begin, IMEC interviews a cross-section of company staff and customers to assess the current state of the organization's growth-focused activities, culture and leadership and identify gaps that need attention in order to successfully manage the growth of the business. This process, called Opportunity Research, reveals:

- Strengths, weaknesses, opportunities and threats as seen by employees, customers, suppliers and other experts
- Opportunities for process improvements throughout the company, from sales and customer service to production
- Ideas for potential new products, customers, markets or other strategic shifts

IMEC's analysis of the interviews and other relevant data, including current processes and programs in place, as well as their ROI, results in a recommended plan of action for company leadership to consider. IMEC facilitates the leadership team through a prioritization process that considers the required investment, potential risk, perceived impact on revenues and time to achieve return on investment for each opportunity. The final, prioritized list of opportunities provides guidance to the leadership team in moving forward to achieve its growth goals.

For more information, contact IMEC at 888-806-4632 or info@imec.org.

STRATEGIC GROWTH CYCLE

Successful implementation of any company initiative requires leadership and team commitment to:

- Plan and/or research to insure actions are customer-focused and align with other company strategies
- Prepare the implementation team through identifying the required capabilities to be successful, training staff when necessary, or seeking external resources when special skills or additional support is needed
- Implementing strategies according to set timeframes and responsibilities
- Evaluate progress to ensure strategies are effective and meeting the goals set in planning

IMEC serves as a coach to help your team follow the process through multiple tasks and hold them accountable to goals and tasks. Learning and adhering to this implementation cycle will support a more effectively managed growth process well into the future. The best practices of a continuous growth organization, an ideal future state, includes the following (see reverse)...

BEST PRACTICES FOR CONTINUOUS GROWTH ORGANIZATIONS

Tools & Techniques

- Growth idea generation system
- Growth planning process
- Effective marketing process
- Effective product development process
- Effective sales process
- Continuous improvement system
- Change management process
- Sustainability practices
- Technology adaptation
- Effective supply chain partnership
- Global focus

Culture

- Inspired employees
- Involved employees
- Simple, disciplined processes driving innovation
- Change adaptive
- Customer / mission driven
- Team collaboration

Leadership

- Defined growth goals and strategies
- Highly functioning leadership team
- Leadership active in the strategic growth cycle
- Clearly defined roles and responsibilities
- Visual Management