



NEED IDEAS

to sustain & grow your business?

EUREKA!

Winning Ways

Choices for Growth

find, filter & fast track profitable ideas to market

Eureka! Winning Ways Choices for Growth teaches & guides your team through a reliable proven innovation system to find, filter and fast track profitable ideas to market.

After assessing your team on your innovation strength (creating & executing ideas), we facilitate you through a complete process from creating unique ideas to ensuring marketplace success. It's about your team learning profitable growth principles and applying them over and over again to keep your company profitable in any economy.

"Winning Ways gave us a clear path. It has made our current retail test lab successful for this rollout, and the system will certainly be invaluable when we're ready to move on to the next great idea."

**Gary Marmer, VP
Questech**

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

**CJ Buck, President
Buck Knives**

"We went from the Eureka! Winning Ways session to launching a new product line in just over four months that's delivered millions."

**Bruce Boxternman,
President**

PHASE I
Find & Filter Profitable Ideas

1. Profit 101 Growth Training (1/2 day)

Trains your team on world-class proven principles of Profitable Growth.

Why? Allows your team to feel & experience the principles before they apply it to your company.

2. Customer Insight & Technology Mining (1 week)

Guided homework assignment to explore possibilities with customers & technologies.

Why? Improves the depth, feasibility & uniqueness of ideas created.

3. Innovation Engineering Workshop (1 day)

Apply principles & transform mining possibilities to create new & improved product/service ideas.

Why? The workshop is 7X more effective than brainstorming when it comes to finding unique & profitable ideas for your company.

4. Two Business Simulation Reports (.5 day)

Your team selects two big impact ideas to get a sales forecast on the real-world potential.

Why? Provides quick & accurate research on the profit potential before dedicating valuable time, money and resources to develop the idea.

5. Action Planning Session for 4 Ideas (.5 day)

An action planning session to develop plans for dealing with death threats & key development issues for two big impact ideas & two quick impact ideas.

Why? Without action planning, your team only has ideas. Reduces risk & increases speed to market by confronting issues, assigning resources and developing R&D partnerships.

PHASE I - Deliverables

- Action plan & sales forecast for two **BIG** impact ideas
- Action plan for two **QUICK** impact ideas
- Pipeline of translated business opportunities

PHASE II
Fast Track Ideas

6. Coaching To Drive Action (6 months)

Weekly coaching to increase the speed and decrease the risk & costs to market (including how to use 'Fail Fast Fail Cheap & Get Smart' cycles of learning). Every 30 days, a facilitated review meeting to gather feedback on the idea direction. After 6 months, a Reload Workshop to ignite new ideas for your company's growth pipeline.

Why? To ensure your team gets the ideas to market and maximize profits for your company.

PHASE II - Deliverables

- Weekly coaching for the idea project managers
- 5 monthly review meetings & Reload Workshop



For more information, contact:



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