



Helping South Carolina Companies Grow



# NEW PRODUCT INNOVATION — EUREKA! WINNING WAYS



Delivered by a trained, certified SCMEP growth advisor, Eureka! Winning Ways provides:

- Methods for discovering, developing and refining ideas.
- A measuring system that reliably separates good ideas from bad by determining the probability of success in the marketplace.
- Coaching support to quickly develop your company's growth pipeline.

## The DISCIPLINE of LEAN Decreases your COSTS

SCMEP's Lean Manufacturing services bring *discipline* to cost reduction. Now we're bringing the same discipline to growth with Eureka! Winning Ways.

Part workshop, part leadership training program and part speed development system, **Eureka! Winning Ways** helps you revolutionize your company's approach to growth.

**Eureka! Winning Ways** is the only growth program that is grounded in the scientific method and in *hard data* on:

- Your team's strengths, weaknesses and your company's growth pipeline.
- Proven strategies and tactics for measurable, meaningful growth.
- The real odds of success to reduce your chances of wasting time, energy or money on loser ideas.

## The DISCIPLINE of EUREKA! Increases your SALES

### 1. "Customer Pull" Selling

How to create *demand pull* by answering the three key customer questions:

- Why should I care?
- What's in it for me?
- Why should I believe you?

### 2. Simultaneous Growth Engineering

How to engage the entire team in creativity, courage and cooperation to leverage its diversity.

### 3. Cycle Time Reduction

Fail fast - fail cheap - get smart cycles focus energy on rapid *action*, not meetings and analysis paralysis.

### 4. A System for Continuous Growth

**Eureka! Winning Ways** is not a one-time event. Your team will learn how to refill your growth pipeline on a quarterly basis to achieve continuous growth.

**Just as Lean "makes a direct payback," so too does Eureka! Winning Ways.**



**8x** More Ideas vs. traditional ideation methods.

Eureka! 7.0 is about discipline, focus and thinking smarter about continuous growth.



**88%** Reliability in Forecasting Odds of Success.

Research results are based on the ability of your growth idea to generate customer pull.



**5x** Faster & Cheaper vs. traditional implementation methods.

A disciplined learning focused process to help you develop ideas for growth more effectively and efficiently.



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### *How It Works*

#### **Step 1 - Eureka! 7.0 Idea Engineering**

##### ***Customized for Your Unique Situation***

A two hour meeting gathers insights. An online survey measures your team's "readiness to create & execute growth ideas."

##### ***Your Team Works TOGETHER on Growth***

In a one day session, your team simultaneously engineers your customer promise product AND product reality. Ideas are developed for:

- More effective sales messages
- New customers or markets
- New or improved products or services

#### **Step 2 - Merwyn Research Success Screening**

##### ***Your Team Selects Ideas with Greatest Odds of Success***

Merwyn research aligns your team on those growth ideas with the greatest chance of generating customer pull.

##### ***Diagnostics help you improve your odds of success in:***

- Driving customer interest
- Increasing sales closing rates
- Increasing profitability

#### **Step 3 - Trailblazer Action Plan Coaching**

##### ***Collective Brain Power Creates Action Plans***

Your team works together to develop a step-by-step action plan for turning the top growth ideas into reality. Importantly, the process reduces risk while it also accelerates idea implementation.

##### ***30 Day Coaching Turns Ideas into REALITY***

Weekly coaching sessions keep your project leaders on track, accelerating learning by applying rapid cycles of "fail fast - fail cheap - get smart" learning. The result is a 95%+ success rate discovering and developing ideas that you feel confident taking to market - to get you growing **NOW**.

### **THE RESULTS . . .**

#### **Hilarie Meyer of Campbell Hausfeld says**

"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 says**

"The program helped us get focused, so rather than just constantly talking, we're actually taking 3 products to market."

#### **. . . and Stephen Leung of Contec, Inc. in Spartanburg, SC says**

"What we needed to strengthen was a framework for focusing not just our Development group, but our entire organization, on substantial, profitable opportunities. We've now internalized Eureka! Winning Ways' principles of new product success so that it's an integral part of our business process, a language and discipline that we now use every day."