



DISCOVER THE SECRET TO BUSINESS GROWTH

- Are you ready to balance bottom-line cost cutting with new top-line sales growth?
- Do you want to trade the highs and lows of incremental sales gains for high impact growth opportunities?
- Would you like a no-risk way to create new ideas, filter out the best, and quickly explore and discover their potential for success?

BIG GROWTH, RISK-FREE

You *can* radically grow your top-line sales and profits without breaking the bank. Measurably smarter choices for growth and the tools to reduce risk and meet your growth goals—or exceed them—**are** within your reach. Guaranteed.*

“With Eureka! Winning Ways, we’ve learned how to create practical ideas that have great potential for exponential growth and to put resources toward them to turn them into reality. With our first idea from it, we could triple the size of our business.”

—Gary Marmer
Questech, Rutland, Vermont

The first scientifically-based process proven to significantly grow businesses, Eureka! Winning Ways® is a simple yet disciplined approach that quickly identifies and validates new ideas to increase top-line revenues, using proven idea-creation and deployment methodology.

Developed by the #1 growth expert in the country and delivered by our local manufacturing specialists, Eureka! Winning Ways is the only program of its kind that has been customized and refined specifically for U.S. manufacturers, and is making a dramatic difference in how companies grow.

Plenty of workshops offer ideas; we go the next step by **scientifically testing your ideas and providing action planning and coaching** to research and develop those ideas so you can decide quickly whether and how to implement them.

HERE’S HOW IT WORKS

1. In one day, your team will **generate more than 50 ideas for growth** (new marketing messages, new markets, and new products).
2. You’ll receive a **scientific assessment of your top four ideas** that identifies the two most likely to succeed.
3. You will be coached through a **30-day discovery process** to validate those ideas for development and delivery.
4. You’ll have the data to decide whether or not to **move your idea into development**, and start the cycle again with another set of ideas.

*You’ll generate at least 50 choices for growth, including two that score a greater than average likelihood of success in our validated testing system. Or we’ll keep working, at no additional cost, until you do.

“We went from the first Eureka! session to launching a new product line in just over four months. For us, that’s light speed. Now we have a whole new approach to idea generation—it’s channeled now toward increasing business, sales, revenues, and profits.”

—Bruce Broxterman
Richards Industries, Cincinnati, Ohio

Find the measurably smarter choices for growth that are waiting to be discovered in your company. **Harness new ideas and turn them into sales opportunities in as little as 45 days.**

WHAT YOU’LL GET

You’ll walk away with a process that can be used over and over. You’ll learn how to...

- Invigorate your team toward **action and ownership**
- Sort and filter ideas to **identify those worth pursuing**
- Develop a 30-day action plan that will make it easy to **move ideas into development**, or to kill them before they suck up more time and resources
- Ignite the **cycle of growth**.

“Through this program, we became convinced that big growth comes in new markets, not with our existing customers. Now we have a process to generate, filter, and pursue ideas aggressively. We’ve learned we can be so much bigger than we are today.”

—James Love
Rosewood Industries, Stigler, Oklahoma

Eureka! Winning Ways is based on 20 years of research into real-world success factors, work with hundreds of companies, and measures that keep you on track. It’s simple, direct, and it delivers.

FIND OUT MORE



www.mep.nist.gov
or 1-800-MEP-4MFG



MASS
MEP
MANUFACTURING EXTENSION PARTNERSHIP