

Get Started Taking Action on Profitable Growth.

Eureka! Jump Start is a one-day working session + follow-on coaching that gets your company started with ideas, plans and, most importantly, action for profitable growth.

How it Works. The program starts with a Planning Meeting between you and your Eureka! Profit Coach, to choose from 3 focus areas to customize your session – process improvement, marketing and sales message and new or improved product/service. Based on your selection, your coach will give you a research assignment for each team member to complete before the working session that helps them each learn more about the area and what's possible.

	Get Started	Single Focus	Single Focus	Single Focus
Process Improvement (Lean and Green)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Marketing Innovation (Message and Export)	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
New or Improved Product/Service Innovation	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
<i>Your session is customized based on where you need the most help.</i>				

The Process.

- On the day of the working session:** Your team of up to 15 people will spend the morning creating 20-50 ideas using an idea creation method that's 10 x the effectiveness of standard brainstorming.
- Mid-day:** Select a smaller set of ideas to refine, then pick two to learn more about over the next 30 days. If appropriate, ideas will be tested in one hour using a validated independent research system to access the idea's probability of success. The team will develop a first forecast of the potential sales revenue for the idea. In the afternoon the team will learn how to do "Fail Fast , Fail Cheap" development and create specific action plans for both ideas - assigning a project leader and defining learning assignments to address project "death threats."
- Over 30 days:** The project leader will run development tests while getting weekly help from the Eureka! Profit Coach. 30-days after the project, a meeting will be held where project leaders present their findings to management and recommend a "yes," "no," or "yes, but..." decision for the project.

Are your profits great? Is your pipeline full?

Would you rate your company an "A" on process improvement, sales and marketing, developing new products/services?

If you answered "NO" – can you spare a day to get started taking action?

1. Feed the Brain - PLAN

Your team will be given a specific research assignment prior to your scheduled Eureka! Jump Start working session. (investigate competition, conduct SWOT, talk to customers) Completion of this homework will increase the odds of success by 70%.

2. Expand Ideas - DO

By working in pairs and groups throughout the day your team will multiply and build on individual ideas. The diverse thinking styles of your team will increase the quality and quantity of ideas generated by 10x.

3. Reduce Risk - STUDY

The more new and different the ideas generated, the higher risk to the organization. By conducting independent research we help quantify both idea appeal and sales potential so you can make the decisions that are right for the company.

4. Drive Out Fear - ACT

New ideas can be scary. We will guide your team in a process to help take a large job and break it into steps. Our action plan includes weekly test cycles that make implementation faster and cheaper.



For More Information: Contact Rich Meyer at 765-404-2128 or rgmeyer@purdue.edu.

Eureka! Jump Start: Ideas, Actions, Plans for...

- New and improved Product/Services • Marketing Messages • Process Improvement

By the Numbers: The process is based on 25 years of real-world research and the work of Dr. W Edwards Deming, father of Total Quality.

Team Members Involved	Ideas Created	Independent Research Report	Action Plans	Follow-up Coaching
Up to 15	20-50	2	2	30 days



FAQs

How can you get us to get going when we can't do it ourselves?

As Dr. W. Edwards Deming, father of Total Quality, said, "94% of the problems are the system, 6% are the worker." It's not that people want to do unprofitable work, it's that they don't have a system that enables them to do great profitable work. During the program you'll use a system that works reliably and has been used by more companies than any other growth system.

What kind of ideas do companies work on from this?

Each company is unique, however many companies choose to execute ideas for ..

- Process Flow Redesign • Company Communications • Value Stream Mapping/Lean • (Re)Launching Website • New marketing to attract new customer segment • Export • New products for existing customers • Add-on services

How can I be sure it's worth the investment of time, effort and money?

A recent study by Georgia Tech of over 700 companies found the #1 most profitable growth strategy is innovation. Said another way, the most profitable way you can spend your time is innovating for your business. This program helps you innovate in 3 fundamental business areas -process, marketing and new product/service development.

How can I be sure THIS program works?

The systems used in this program are built on real world testing with over 6,000 teams, 20,000 business concepts and a \$6M investment in research and development. They've been used by big companies like P&G, Nike, Disney, American Express and smaller companies like HoneyBaked Ham, Fresco and hundreds of manufacturers across the USA. These same systems have been used to help 20+ Indiana companies to grow their profits.

Meet Your Eureka! Profit Coach: Rich Meyer



Rich has 21 years of experience in engineering management in product research and development, technical marketing, testing and manufacturing operations. Rich has completed the requirements to become a certified EUREKA! Growth Coach and is one of nine Profit Growth Coaches in the nation selected for the next level of certification as a Eureka! Ranch "Trained Brain". His role is to help small businesses to grow revenue by identifying new products, markets and customers. Rich has a BS degree in Electrical Engineering from the University of Missouri-Rolla, and an MBA from Anderson University.

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How We Can Work With You: In addition to Eureka! Jump Start, Purdue University's Manufacturing Extension Partnership offers public workshops and provides on-site implementation and consulting services.

Purdue Manufacturing Extension Partnership

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