



Are you ready to grow your business?

Profit 101 will give you the training and tools for accelerating profitable growth.

We've teamed up with Eureka! Ranch, the world's leader in disciplined business growth, to bring you Profit 101. Experience world-class techniques that will teach you how to discover and develop new ideas through innovation acceleration training. Expect a fun, fast-paced half-day workshop that will change the way you think about growth profitability.

Profit 101 will teach you:

1. How to think smarter and more creatively about your growth profitability.
2. Ways to develop more profitable customers, markets, products & services.
3. The principles behind Eureka! Winning Ways including:
 - Stimulate, Innovate & Accelerate.
 - If you're not unique, you'd better be cheap.
 - Fail fast, fail cheap & get smart.



Eureka! Winning Ways
projects have helped
companies develop over
\$300 Million in
incremental sales.

"This course works for any size business. It teaches proven techniques to develop more profitable customers, markets, products and services."

**Timothy D. Cooney, President –
AdvantageOne Imaging Center, Columbus, IN**

To Register:

Visit www.purdueMEP.com/events.
Search under Top Line Business
Growth for dates and locations.

Audience: Open to the public.

Cost: \$99 per person

For More Information: Call (800) 877-5182 ext. 620 or email at MEPworkshops@purdue.edu.

How We Can Work With You: In addition to the Profit 101 workshop, Purdue University's Manufacturing Extension Partnership offers on-site public workshops and provides implementation and consulting services.