

# NEED GROWTH?



**EUREKA!**  
Winning Ways

*The Scientific Method  
for Accelerating  
Reliable Growth*

## The DISCIPLINE of LEAN Decreases your COSTS

Our Lean Manufacturing services bring DISCIPLINE to cost reduction. Now we're bringing the same DISCIPLINE to growth with Eureka! Winning Ways.

Eureka! Winning Ways is the world's only growth program that is grounded in HARD DATA and the Scientific Method.

HARD DATA on your team's strengths, weaknesses and your company's growth pipeline.

HARD DATA on proven strategies and tactics for measurable, meaningful growth.

HARD DATA on the real odds of success to reduce your chances of wasting time, energy or money on loser ideas.

**Eureka! Winning Ways**  
Is so RELIABLE we  
**DOUBLE GUARANTEE IT!**

Ask for details.

## The DISCIPLINE of EUREKA! Increases your SALES

- 1. "Customer Pull" Selling**  
How to create DEMAND PULL using the 3 laws of Marketing Physics (Overt Benefit, Real Reason to Believe and Dramatic Difference).
- 2. Simultaneous Growth Engineering**  
How to engage the entire team on your customer promise AND technical reality.
- 3. Cycle Time Reduction**  
Fail Fast - Fail Cheap- Get Smart cycles focus energy on rapid ACTION, not analysis and meeting paralysis.
- 4. A System for Continuous Growth**  
Most important - Eureka! Winning Ways is not a "one off" event. Your team will learn how to refill your growth pipeline on a quarterly basis to achieve continuous growth.

Eureka! Winning Ways is made possible through the support of the



MEP • MANUFACTURING  
EXTENSION PARTNERSHIP

## A Proven Pedigree With

Manufacturing Job Shops  
Industrial Valve Company  
Commercial Bakery  
Oil Rig Equipment Company  
IT Security Software Co  
Vibratory Screen Mfg. Co  
Industrial Measurement Co  
Packaging Printing Co  
Air Compressor Mfg. Co  
Integrated Circuit Equip. Company  
Warehouse Equipment Co.  
Commercial Mint  
Commercial and Consumer Cutlery  
Kitchen Cabinet Mfg. Co  
Stone Tile Manufacturing Co  
Aerospace Sub Contractors  
After Market Power Equipment Parts  
Emission Testing Equipment  
Pressure Vessel Manufacturing  
Specialty Chemical Mfg.  
Wood Toy Manufacturing  
Uniform Manufacturing  
Elevator Products Co  
Educational Equipment Co.  
Book Publisher  
Clean Room Products  
Hoist and Crane Mfg.  
High Performance Sensor Mfg.  
Rubber Parts Supplier  
Military Countermeasure Decoys  
Hermetically Sealed Connectors  
Hospital Supply Chain Mgt.  
Furniture Manufacturing  
Smart Card Product Solutions  
Navigation Instrument Co.  
Sporting Gear Mfg.  
Recycling Equipment Co.

# 95% +

**First Pass Success Rate  
100% On Second Pass**

# How EUREKA! Winning Ways WORKS

## Step 1 - Eureka! 7.0 Idea Engineering

### Customization for Your Unique Situation

A two-hour meeting gathers insights. An online survey measures your team's "readiness to create and 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 (1) more effective sales messages, (2) new customers or markets, and (3) new or improved products or services, because research finds these are the richest areas to explore for growth.



## Step 2 - Merwyn Research

### 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

- Overt Benefit - *helps drive customer interest*
- Real Reason to Believe - *increases sales closing rates*
- Dramatic Difference - *increases profitability*



## Step 3 - Trailblazer Development

### 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 time to market.



### 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.



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All projects are run with the system support and guidance of the Eureka! Ranch developers of Eureka! Winning Ways.

- #1 In Growth R&D
- #1 in Reliability
- #1 in Effectiveness

For details on pedigree visit

[www.EurekaRanch.com](http://www.EurekaRanch.com)

## THE NUMBERS...

# 8 x

### More Great Ideas.

Unlike "wild and wacky"

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

(Patents Pending: #60/644,395, #11/332,940)

**EUREKA! 7.0**  
Idea Engineering

# 88%

### Reliability Forecasting

**Odds of Success.** Research results are based on the ability of your growth idea to generate CUSTOMER PULL. (Patent Pending:

#10/314,084)

**MERWYN**  
Research

# 5 x

### Faster & Cheaper to Market

A disciplined learning focused process that helps you develop ideas for growth more effectively & efficiently.

**TrailBlazer**  
Development

## 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.*

### CJ Buck of Buck Knives says

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

### Gary Marmer of Questech says

*With our first idea from (Eureka! Winning Ways), we could triple the size of our business.*

### Bruce Boxterman of Richards Ind. says

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

### Craig Kurz of HoneyBaked Ham says

*The ideas developed were so effective they doubled our sales this past holiday season!*

### Sam Pratt of Rockland Manufacturing says

*The most complete growth process we've ever discovered.*