



presents...

EUREKA! WINNING WAYS



A company using Eureka's scientific approach for creating business growth ideas.

THE SCIENTIFIC WAY TO MAKE GROWTH PROJECTS AS RELIABLE & PROFITABLE AS COST SAVINGS PROJECTS.

Eureka! Winning Ways brings engineering discipline to the undisciplined worlds of sales, marketing, new customer and new product projects.

This is possible because the system has been built and continuously improved by applying the same systematic approach to growth as is used with 6-Sigma and Lean Manufacturing.

Eureka! Winning Ways takes the principles that work well in cost-savings and applies them to the idea creation process. It **Empowers your TOTAL TEAM**, just as Lean is most effective when it's "taken to the factory floor." It **Enables Customer "Pull not Push"** by keeping your team focused creating ideas that ignite customer demand, versus ideas that require considerable effort to "sell" to the customer.

The Eureka! Winning Ways process ensures **Quality at the Source** through continuous measurements during the entire effort. It also uses **Statistics to Drive Strategy and Decisions** just as you would with any rigorous manufacturing system.

Using these manufacturing and process mindsets during a traditionally "touchy feely" exercise of creating new ideas means that we can promise you not a one-off win, but rather a reliable system that have proven results.

In fact, in recent review of data from the last 41 projects run, we checked to see what companies were going to market with ideas created during their Eureka! Winning Ways session.



97%
40 out of 41

companies are moving forward with the ideas they generated during their Eureka! Winning Ways session.

Creating Ideas Customers and the Company are Excited About through one of 21 separate exercises to help them create ideas for growth.