We help Business Leaders FIND & FAST TRACK Innovations that
We help Business Leaders FIND & FAST TRACK Innovations that

Win More, Lose Less & Make More Money

www.EurekaRanch.com  513.271.9911 USA
Who is Doug Hall?

Entrepreneur
Age 12

Chemical Engineer

9 Products in 12 Months
16% of the time
10% of the cost
10% of staffing

3 Rounds Financing

3 Rounds Financing

Entrepreneur
Age 12

Chemical Engineer

9 Products in 12 Months
16% of the time
10% of the cost
10% of staffing

3 Rounds Financing
College of Piping & Celtic Performing Arts of Canada

EUREKA!
Winning Ways 2008
It will be like DRINKING from a FIRE HOSE

Take Notes on Connections
Three Quick Questions
Three Quick Questions

Have your Profit Margins grown in last 5/10 years?
Three Quick Questions

Have your Profit Margins grown in last 5/10 years?

• If NO - you should “fire some customers”
Three Quick Questions

Have your Profit Margins grown in last 5/10 years?
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If you lost your #1 customer would you survive?
Three Quick Questions

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  • If NO - you need to diversify your portfolio
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Are you having FUN?
Three Quick Questions

Have your Profit Margins grown in last 5/10 years?
• If NO - you should “fire some customers”

If you lost your #1 customer would you survive?
• If NO - you need to diversify your portfolio

Are you having FUN?
• If NO - take action NOW - “Life is too Short”
I Bring you Good News

Growing Profit Margin

is NOT Random
Why the Focus on Profitability?
Why the Focus on Profitability?

Only 1 in 7 small businesses close leaving debt
Why the Focus on Profitability?

Only 1 in 7 small businesses close leaving debt

Over 80% Close Because “It’s not worth the effort”
The **Total Quality Management** principles of Dr. W. Edwards Deming
The **Total Quality Management** principles of Dr. W. Edwards Deming

“94% of failures are due to the **SYSTEM**
6% are due to the worker”
The **Total Quality Management** principles of Dr. W. Edwards Deming

“94% of failures are due to the **SYSTEM**
6% are due to the worker”

“The factory offers 3% of the opportunity for company improvement”
Methods based on Data

1. Statistical Process Control Data
   • Over 6,000 Growth Teams

2. Research on What Drives Success
   • Over 60,000 data points

3. Customer Research
   • 1.2 million data points
4 Paths to Profit Margin Growth

<table>
<thead>
<tr>
<th>NEW Customers &amp; Markets</th>
<th>CURRENT Customers</th>
<th>CURRENT Capabilities</th>
<th>NEW Products &amp; Services</th>
</tr>
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4 Paths to Profit Margin Growth

<table>
<thead>
<tr>
<th>NEW Customers &amp; Markets</th>
<th>DISCOVER New ideas &amp; systems that improve profit margin</th>
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</table>
# 4 Paths to Profit Margin Growth

<table>
<thead>
<tr>
<th>New Customers &amp; Markets</th>
<th>Adapt: Product and Promise</th>
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<tr>
<td>DISCOVER: New ideas &amp; systems that improve profit margin</td>
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<td>Current Customers</td>
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**NEW** Customers & Markets

**ADAPT**
Product and Promise
so you can
“FIRE” less profitable customers

**CURRENT** Customers

**DISCOVER**
New ideas & systems that improve profit margin

**CURRENT** Capabilities

**LEAD**
Proactive Innovation for higher margins

**NEW** Products & Services
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</table>
YOUR Readiness to CREATE
Ideas for Greater Profits
YOUR Readiness to CREATE
Ideas for Greater Profits

Today’s Team - vs. World Class

Concern  Warning  Good
### YOUR Readiness to CREATE
Ideas for Greater Profits

**Today’s Team - vs. World Class**

<table>
<thead>
<tr>
<th>Agreement w/need accelerate Innovations</th>
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## YOUR Readiness to CREATE Ideas for Greater Profits

### Today’s Team - vs. World Class

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<td>-38%</td>
<td></td>
<td></td>
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</table>

**Note:**
- **Concern** indicates areas where the team needs improvement.
- **Warning** suggests areas that require immediate attention.
- **Good** indicates areas where the team is performing well.
## YOUR Readiness to CREATE Ideas for Greater Profits

### Today’s Team - vs. World Class

<table>
<thead>
<tr>
<th>Feature</th>
<th>Concern %</th>
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<tr>
<td>Creativity &amp; Innovation Rewarded</td>
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<tr>
<td>Optimistic towards taking action</td>
<td>-11%</td>
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YOUR Readiness to EXECUTE
Ideas for Greater Profits
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Ideas for Greater Profits

Today’s Team - vs. World Class

Concern  Warning  Good
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### Ideas for Greater Profits

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<td>Talents used well</td>
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<tr>
<td>Overall quality of work</td>
<td>-17%</td>
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### Ideas for Greater Profits

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<td></td>
<td></td>
</tr>
<tr>
<td>Place to work</td>
<td>-9%</td>
<td></td>
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</tbody>
</table>
The Challenge
The Situation

CHINA 2006-2020
The Situation

CHINA 2006-2020

New Strategy focused on Innovation
The Situation

CHINA 2006-2020

New Strategy focused on Innovation

Objective
The Situation

CHINA 2006-2020

New Strategy focused on Innovation

Objective

Reduce dependence on foreign tech. below 30%
The Situation

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How
The Situation

CHINA 2006-2020

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Reduce dependence on foreign tech. below 30%

How

• Graduate 2.9 Times More Engineers/year (Duke)
The Situation

CHINA 2006-2020

New Strategy focused on Innovation

Objective

Reduce dependence on foreign tech. below 30%

How

• Graduate 2.9 Times More Engineers/year (Duke)
• Support Small & Mid sized companies
China has a REAL Motivation

Portelligent Inc.
The Situation is URGENT

Little Rock - Arkansas
ARE YOU READY?
ARE YOU READY?

TO LEAD YOUR COMPANY
ARE YOU READY?

TO LEAD YOUR COMPANY

Towards Increased PROFITS
10 Questions on Leading Profit Development

We’ll ADD UP your Responses

No one will be EMBARRASSED
Benchmark #1
How good are you at Finding & Fast Tracking Ideas for SIGNIFICANT Increases in Profitability?

Not Great 0 1 2 3 4 5 6 7 8 9 10 World Class
prices DECLINE
A farmer has to produce \(3x\) as much grain to make the same income from 50 years ago.
Our Mantra

If you’re not Unique
you better be Cheap
If you’re not Unique
you better be Cheap
We help small & mid sized companies build profit margins.
We help small & mid sized companies build profit margins.

Lean Manufacturing
• Reduce Costs so to increase profits.
We help small & mid sized companies build profit margins.

**Lean Manufacturing**
- Reduce Costs so to increase profits.

**Eureka! Winning Ways**
- Improve Meaningful Uniqueness to Increase Price Driven Profits
Choices = Smarter Decisions

More choices = 1.5 to 5.8 times faster growth

AND
More CHOICES = More FREEDOM

FREEDOM from Having to Accept BAD Deals
Benchmark #2
How good are you at developing New Customers & Markets?

Not Great 0 1 2 3 4 5 6 7 8 9 10 World Class
The Importance of New Customers

- Study of 9,804 businesses
- Divided into 3 sets based on sales
The Importance of New Customers

- Study of 9,804 businesses
- Divided into 3 sets based on sales

What separates High vs. Low Sales?
The Importance of New Customers

- Study of 9,804 businesses
- Divided into 3 sets based on sales

What separates High vs. Low Sales?

- $ per Customer: +331%
- # of Customers: +978%

High vs. Low
The Importance of New MARKETS

• 108 Companies
• Deep financial Information
The Importance of New MARKETS

- 108 Companies
- Deep financial Information

What is the difference in results between New Market & Existing Market Projects
The Importance of New MARKETS

- 108 Companies
- Deep financial Information

What is the difference in results between New Market & Existing Market Projects

More Sales
for New Markets

4 X

More Profits
for New Markets

10 X
Growth Drives Profit margins
In Michigan Manufacturing
Growth Drives Profit margins In Michigan Manufacturing

2 Year GROWTH RATE
Benchmark #3
How good are you at taking advantage of EXPORT opportunities?

Not Great 0 1 2 3 4 5 6 7 8 9 10 World Class
The Export Opportunity
LOTS MORE PEOPLE

2x
More People
DEVELOPED Nations
Outside USA

Source: World Bank
The Export Opportunity

LOTS MORE PEOPLE

19X

More People DEVELOPING Nations

India’s Middle Class = 340 Million
USA Population = 302 Million

Source: World Bank
### One More Time - WOW!

<table>
<thead>
<tr>
<th>Millions of People</th>
<th>USA</th>
<th>Developed - non USA</th>
<th>Developing</th>
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<tbody>
<tr>
<td>6,000</td>
<td></td>
<td></td>
<td>19X</td>
</tr>
<tr>
<td>4,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,500</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>0</td>
<td></td>
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</table>

Source: World Bank
The Export Opportunity!

The DECLINE in Value of $ is a FREE Cost Reduction

Nominal Dollar Index

25% Decline Since Feb 2002 Peak

Source: Federal Reserve
Export Opportunity!
Old Can Be New

Pioneers since 1946

UHF - VHF
Radio Direction
Finders for
Airports & Harbors
To Be Successful with Export
To Be Successful with Export

If you’re not UNIQUE you better be CHEAP!
To Be Successful with Export

If you’re not UNIQUE you better be CHEAP!

Can’t offer COMMODITY product or technology and...

Expect customers to pay shipping costs! Expect customers to pay licensing royalty!

“Mail Box Money”
Where do you want to go?

You’re The Boss
Where do you want to go?

You’re The Boss

That’s Why

EUREKA!

Winning Ways 2008

Started in Scotland
Where do you want to go?

*You’re The Boss*

That’s Why

[EUREKA!®]

Winning Ways 2008

Started in Scotland

- Turnberry
- Royal Troon
- Marine Hotel
Benchmark #4

How effective are you at developing Effective Sales & Marketing messages?

Not Great
0 1 2 3 4 5 6 7

World Class
8 9 10
Importance of Sales & Marketing

**FACT:** Sales messages that articulate an **Overt Benefit** and **Real Reason To Believe** are 5 times more effective.
The 3 Laws of
Based on 50 Success Factors

Discovered by REVERSE ENGINEERING what separates winners from losers

Core Idea Marketplace Results

The results for 4,000 ideas were studied
Over 2,000 Academic Journal Articles Reviewed
The Eureka! Religion - 1 of 2

Cluster Into

50 Success Factors
The Eureka! Religion - 1 of 2

Cluster Into

1. Overt Benefit

50 Success Factors
The Eureka! Religion - 1 of 2

Cluster Into

1. Overt Benefit
2. Real Reason to Believe

50 Success Factors
The Eureka! Religion - 1 of 2

Cluster Into

1. Overt Benefit
2. Real Reason to Believe
3. Dramatic Difference
First Law of Marketing Physics

Overt Benefit
You TRIPLE the effectiveness of your marketing efforts by OVERTLY communicating your customer benefit

<table>
<thead>
<tr>
<th>Overt Benefit Level</th>
<th>Probability of Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Overt Benefit</td>
<td>13%</td>
</tr>
<tr>
<td>Medium Overt Benefit</td>
<td>26%</td>
</tr>
<tr>
<td>High Overt Benefit</td>
<td>38%</td>
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Quick Example ... What is it?
Confusion is not a strategy for success
Pull Out Your Business Card
Confusion is not a strategy for success.
Confusion is not a strategy for success.
Confusion is not a strategy for success.
Confusion is not a strategy for success.
A stable, aqueous barrier coating composition includes: (a) prolamine; (b) cold water insoluble polymer; (c) water; (d) water-soluble co-solvent; and (e) stabilizer. The composition, when applied to a substrate, produces an article having a high surface energy and resistance to oil and grease penetration. A method of producing the article involves applying the composition to a substrate...
Confusion
Barrier compositions and articles produced with the compositions

A stable, aqueous barrier coating composition includes: (a) prolamine; (b) cold water insoluble polymer; (c) water; (d) water-soluble co-solvent; and (e) stabilizer. The composition, when applied to a substrate, produces an article having a high surface energy and resistance to oil and grease penetration. A method of producing the article involves applying the composition to a substrate...

Clarity
Cancer Safe Fast Food Wraps

The first biodegradable fast food sandwich wrap that provides grease protection without the chemicals that have been found to cause cancer.
## Confusion

<p>| The finest quality faucet available. |
| Made from heavy cast brass patterns, copper tubing with stainless steel and aluminum accessories, these faucets are designed, built and tested to last for the life of your plumbing system. |
| They’re the BEST Available. |</p>
<table>
<thead>
<tr>
<th>Confusion</th>
<th>Clarity</th>
</tr>
</thead>
<tbody>
<tr>
<td>The finest quality faucet available.</td>
<td>Our Industrial Water Faucet...</td>
</tr>
<tr>
<td>Made from heavy cast brass patterns, copper tubing with stainless steel</td>
<td>1. Provides 3 times greater flow</td>
</tr>
<tr>
<td>and aluminum accessories, these faucets are designed, built and tested</td>
<td>• 19 vs. 6 gallons per minute at 25 psi</td>
</tr>
<tr>
<td>to last for the life of your plumbing system.</td>
<td></td>
</tr>
<tr>
<td>They’re the BEST Available.</td>
<td>2. Installs in half the time</td>
</tr>
<tr>
<td></td>
<td>• Use a standard 1 3/8ths drill bit vs. Chiseling a 3 inch hole</td>
</tr>
</tbody>
</table>
C-634 Heavy Commercial Wall Hydrant

"The Contractors Choice"

Half the Time - Double the Flow

- Innovative design installs through single hole, eliminating the need to cut a 3” x 2” opening in the block, installing in Half the Time!
- Prier C-634 is 3rd Party Lab tested to flow 19 GPM at 25 psi, Double the Flow of any competitor. Operates equally effectively at full flow or a trickle.
- Triple Seal Stopper design ensures years of reliable life, 3rd Party Lab cycle tested to 250,000 cycles. That’s the same as turning the valve on and off ten times every day for the next 68 years!
- Casted Brass Box that can be installed independently of the hydrant, let the mason install the box and let the plumber install the valve at a later date, no more problems with coordination.
- Heavy duty brass pipe on the insertion tube is more durable than the copper used by the competitors virtually eliminating jobsite damage.
- ASSE 1052 Approved Double Check Backflow Preventor & Vacuum Breaker ensures foolproof protection of the potable water system.

Ask your wholesaler for details, or call Prier at 800-362-9055
PROFIT LEADERSHIP

Starts With

FOCUS - FOCUS - FOCUS

Getting everyone to

“Pull Together”
Features Are NOT Benefits

Features are the

- Facts
- Figures
- Technology
- and Details

That make up your offering
Benefits are “What’s In it for the Customer”

What they will

Receive, Enjoy, Experience

In exchange for their

Time, Trouble, Trust and Money
Examples of Features vs. Benefits
Examples of Features vs. Benefits

Features
Examples of Features vs. Benefits

Features

Benefits
Benefits are Relative to TARGET Audience
Benefits are Relative to TARGET Audience

Core Target Audience
Those who Compete in BBQ Competitions
Benefits are Relative to TARGET Audience

Core Target Audience
Those who Compete in BBQ Competitions

Cookshack Cookers
Send You to The Winners Circle

23 Wins in Past 2 years
Benefits are Relative to TARGET Audience

The Challenge: Electric Cookers
The Challenge: Electric Cookers

It’s Banned in Competition
Benefits are Relative to TARGET Audience

The Challenge: Electric Cookers

It’s Banned in Competition

NEW
Target Audience
Those who don’t compete
Benefits are Relative to TARGET Audience

The Challenge: Electric Cookers

It’s Banned in Competition

NEW
Target Audience
Those who don’t compete

WARNING
This Electric Cooker is ILLEGAL in Competitions

It gives the user an UNFAIR ADVANTAGE as the even heating makes it too easy to Make Perfect BBQ Every Time
I’m a Repeat Customer!
CLARITY is especially true with Technology
CLARITY is especially true with Technology

Geek to Geek
CLARITY is especially true with Technology

Geek to Geek to Business Person Who Controls The MONEY
2nd Law: REAL Reason to Believe

You DOUBLE your odds of Success when you Communicate a REAL REASON TO BELIEVE That your OVERT BENEFIT will be delivered.

<table>
<thead>
<tr>
<th>Real Reason To Believe</th>
<th>Probability of Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Real Reason to Believe</td>
<td>18%</td>
</tr>
<tr>
<td>Medium Real Reason to Believe</td>
<td>29%</td>
</tr>
<tr>
<td>High Real Reason to Believe</td>
<td>42%</td>
</tr>
</tbody>
</table>
Lack of trust is at EPIDEMIC PROPORTIONS

93% of consumers do not have confidence in the advertising messages of major corporations.

-Yankelovitch
Lack of trust is at EPIDEMIC PROPORTIONS

64% of consumers do not believe that the news media get their facts straight.

USA Today/CNN/Gallup
Your Overt Benefit Should …

DEMAND

Real Reason to Believe
It’s Simple

BE REAL

Tell the TRUTH & do what you promise.
Reason To Believe Story
Reason To Believe Story

Seasons in Thyme
Restaurant
Casual, Elegant Island Dining

Lobster Lunches $9.95
Fresh Island Seafood Daily
Reason To Believe Story
Reason To Believe Story

3 Chefs - 3 Years -
World Cooking Competition Medalists

Come Taste PEI's Best
The Original Gourmet Lobster Lunches
$9.95
3 chefs ~ 3 years ~ World Cooking Competition Medalists
Reason To Believe Story

3 Chefs - 3 Years -
World Cooking Competition Medalists

Great SUMMER Tastes...
LOBSTER FESTIVAL from $9.95
Questech
Great Benefit
No need to ever reseal tiles

Why should I believe it’s true?
Questech
Great Benefit
No need to ever reseal tiles
Why should I believe it’s true?

“baked in not painted on”
Benchmark #5
How good are you at communicating a NUMERIC BENEFIT?

Not Great 0 1 2 3 4 5 6 7 8 9 10 World Class
Customer Pull is about...

Offering SPECIFIC

Overt Benefit Advantages
It’s just as GENERIC as “what makes us great is…”

OUR SERVICE
OUR QUALITY
OUR PEOPLE
Be Specific with Benefit
Be Specific with Benefit

SERVICE

“100% Delivery in 24 Hours
We keep inventory so you don’t have to”
Be Specific with Benefit

SERVICE

“100% Delivery in 24 Hours
We keep inventory so you don’t have to”

QUALITY

“Our SIMMS fishing wader zippers WORK - they’re the same quality as Air Force exposure suits.”
Be Specific with Benefit

**SERVICE**
“100% Delivery in 24 Hours
We keep inventory so you don’t have to”

**QUALITY**
“Our SIMMS fishing wader zippers WORK - they’re the same quality as Air Force exposure suits.”

**PEOPLE**
“Our service people get it right the first time - each has at least 10 years of experience”
Specific & Numeric Benefit Advantages

Overt Benefit Advantages . . .

Clear Benefits . . .

Features . . .

Confusion . . . Where are you?
“But my customers are only interested in low price!”
Low Price Is Specific & Numeric

The only way to BEAT a specific promise of LOW PRICE is with a specific promise of MORE VALUE
A NUMBER

Increases odds of success by 52%
Benchmark #6
How good are you at
ANTICIPATING FUTURE NEEDS
of Customers/Markets?

Not Great  World Class
0   1   2   3   4   5   6   7   8   9   10
Deep analysis of 120 Businesses

A FUTURE FOCUS was 10 times more predictive of success than a “Voice of the Customer” approach.

PROACTIVE Product Innovation vs. REACTIVE Product Innovation
“Did customers ask for the electric light? No. They never asked for it, the producer produced it. No one asked for a car, nor a telephone. No one asked for a copy machine or a fax machine. Innovation does not come from the customers. Innovation comes from the producer, from people who are responsible for themselves and have only themselves to satisfy.”

Dr. W. Edwards Deming
“If I had asked people what they wanted, they’d have said faster horses.”

Henry Ford
Profit Leadership SECRET
Profit Leadership SECRET

A Clear Vision of the Future

“What your business will be in 5 years.”
Profit Leadership SECRET

A Clear Vision of the Future

“What your business will be in 5 years.”

Creates URGENCY in the Present
It’s Management’s Job to

Know the Answer to Two Questions
It’s Management’s Job to

Know the Answer to Two Questions

1. Where do we hope to be five years from now?
It’s Management’s Job to

Know the Answer to Two Questions

1. Where do we hope to be five years from now?
2. By what METHOD will we reach this goal?
WE (the company) RULE
Internal Driven
WE (the company) RULE

Internal Driven

CUSTOMERS RULE

External Driven (REACTIVE)
WE (the company) RULE

Internal Driven

CUSTOMERS RULE

External Driven (REACTIVE)

WE

LEAD

Anticipate

Customer’s

Future Needs

(PROACTIVE)
Benchmark #7
How good are you at leveraging Green / sustainability?

Not Great
0 1 2 3 4 5 6 7

World Class
8 9 10
I Don’t Care About Your Politics On Global Warming

The PUBLIC is Speaking

2007 Cone Environmental Survey of 1,066 adults
I Don’t Care About Your Politics On Global Warming

The PUBLIC is Speaking

85% of Americans Would Switch Brands for Environmental Reasons

2007 Cone Environmental Survey of 1,066 adults
I Don’t Care About Your Politics On Global Warming

The PUBLIC is Speaking

85% of Americans Would Switch Brands for Environmental Reasons

21% Donated Money to Save the Environment

2007 Cone Environmental Survey of 1,066 adults
I Don’t Care About Your Politics On Global Warming

The PUBLIC is Speaking

85% of Americans Would Switch Brands for Environmental Reasons

21% Donated Money to Save the Environment

3 to 1 Consumers are MORE “Earth Conscious”

2007 Cone Environmental Survey of 1,066 adults
USA is 28th out of 133 in the World on Environmental Practices
(World Economic Forum - Davos Switzerland)
Acquiring New Customers

GREEN Customers are INFLUENCERS

They're thought leaders

They set trends

They’re asked for ideas & advice on...

• Current events
• Food
• Business
• Politics

BrainSCAN
4,616 Adults
Summer 2007
GREEN Customers are INFLUENCERS

They're REALISTS not fanatics.
• They’re a new type of “green”

They push to understand new technologies

They buy because of “total value”
GREEN is a great excuse for
Dramatic Differences with consequences
GREEN is a great excuse for
Dramatic Differences with consequences

Ugly Products
GREEN is a great excuse for
Dramatic Differences with consequences

Ugly Products

Assembly Required
GREEN is a great excuse for
Dramatic Differences with consequences

Ugly Products

Assembly Required

Refill, Reuse or Rent
Benchmark #8
How good is your team at working together to create DRAMATIC Profit Building Projects?

Not Great          World Class
0  1  2  3  4  5  6  7  8  9  10
Classic Brainstorming approach
*Get everyone to think Foolishly*
*Act Like a Child - Accept Wild Ideas*
Most Adults HATE Brainstorming
Most Adults HATE Brainstorming

"I really respect the effectiveness of brainstorming. Unfortunately, it runs completely contrary to my reclusive nature."
Most Adults HATE Brainstorming

"I really respect the effectiveness of brainstorming. Unfortunately, it runs completely contrary to my reclusive nature."

"Quite frankly Brainstorming makes me bored, crabby and makes me all itchy inside, where I can't scratch."
E = Eureka! - the idea
S = Explore Stimulus
D = Leverage Diversity
F = Drive Out Fear
Traditional Model

Individual Brainstorming

Before
Traditional Model

Individual Brainstorming

draining

Before
Traditional Model

Individual Brainstorming

Before

suck method

uses your brain like a library

After
Law #1: Explore Stimulus

- Fuel Your Brain
- Sights, Sounds, Smells
- Stretch beyond your boundaries
- Customer Needs & Aspirations

Stimulus Available

<table>
<thead>
<tr>
<th>Stimulus Available</th>
<th># of practical ideas invented</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Stimulus</td>
<td>22</td>
</tr>
<tr>
<td>Medium Stimulus</td>
<td>38</td>
</tr>
<tr>
<td>High Stimulus</td>
<td>47</td>
</tr>
</tbody>
</table>
COMPUTER

Stimuli sets off a CHAIN Reaction!!!
Where To Go On Vacation?

1. 
2. 
3. 
4. 
5. 
6. 
Where To Go On Vacation?
Stimulus Response Is How The Brain Works

- We all have about 200 Million Neurons
- Stress Kills Brain Cells
- Difference in brain power is the # of Synapses
  - Connections between the brain cells
Stimulus Interaction
Increases Brain Power

Dr. Rosewig - University of California, Berkeley
Stimulus Interaction Increases Brain Power

Impoverished Environment

Dr. Rosewig - University of California, Berkeley
Stimulus Interaction Increases Brain Power

Dr. Rosewig - University of California, Berkeley
Stimulus Interaction Increases Brain Power

Impoverished Environment

Viewed Enriched Environment

Interacted with Enriched Environment

Dr. Rosewig - University of California, Berkeley
U.C. Berkley Study Lead To...

Major Changes In How Children’s Toys Are Designed.
It’s Never Too Late...

The Lesson: It’s the same as muscle training... either you use it or you lose it.
What Do We Do On Friday Night?
What Do We Do On Friday Night?

Gather with the same friends.
What Do We Do On Friday Night?

Gather with the same friends.

Go to the same restaurant
What Do We Do On Friday Night?

Gather with the same friends.

Go to the same restaurant

...eat the same food
What Do We Do On Friday Night?

Gather with the same friends.

Go to the same restaurant

...eat the same food

Go to a movie ....
What Do We Do On Friday Night?

Gather with the same friends.

Go to the same restaurant

...eat the same food

Go to a movie ....

.... that’s a sequel.
What Do We Do On Friday Night?

Gather with the same friends.

Go to the same restaurant

...eat the same food

Go to a movie ....

.... that’s a sequel.

This is not growing our minds!
Real Wisdom is about looking innocently
Real Wisdom is about looking innocently

“We find ourselves looking at the same old data, but we now see it in a dramatically different way. We experience another valid -- and sometimes more significant way of understanding what is.”

Copthorne Macdonald
What Do You See?

Tori

Did you guess what I was thinking of? You're right! It was a green crayon. I bet you can't guess what I am thinking of now! It is something ORANGE! I will give you a little hint! It is something good to drink.
What Do You See?

Kristyn
What Do You See?

Brad
What Do You See?

Brad
Law #2: Leverage Diversity

Multiplies the impact of Stimulus

Diversity of Thinking  # of practical ideas invented

Low Diversity  19
Medium Diversity  30
High Diversity  46
What is a rose?

Clones Create Clones
Clones Create Clones

What is a rose? → "Beauty"
Clones Create Clones

What is a rose?

What is a rose?

“Beauty”

“Beauty”

“Beauty”
What is a rose?

Clones Create Clones

“Beauty”

“Beauty”

“Beauty”
What is a rose?

Diversity Multiplies Stimuli
What is a rose?

Diversity Multiplies Stimuli

“Beauty”
What is a rose?

Diversity Multiplies Stimuli

“Beauty”

“Vitamin C Tea”
Diversity Multiplies Stimuli

What is a rose?

“Beauty”

“Vitamin C Tea”

“Rose Water”
What is a rose?

Diversity Multiplies Stimuli

“Beauty”

“Vitamin C Tea”

“Rose Water”

“Tango”
The North American Melting Pot
The North American

SALAD BOWL
Leveraging Diversity is not for WIMPS!
Thinking Styles Defined
(95% confidence level)

Logical LEFT Brain
• DETAILS
• Asked about business
• Neat & Organized
• Trust the Facts

Radical RIGHT Brain
• DREAMS
• Asked about new ideas
• Messy and Chaotic
• Trust Gut Instinct
“We must all hang together or most assuredly we will all hang separately.”

Ben Franklin
Old World

How Leverage Diversity?

This is how **NOT** to Do it  This is How **NOT** to Do it
Old World

How Leverage Diversity?

This is how **NOT** to Do it

This is How **NOT** to Do it
Old World

How Leverage Diversity?

This is how **NOT** to Do it

This is How **NOT** to Do it
“Simultaneous Engineering”

Hardware Engineers - Fantastic Interface

Industrial Designers - Cool Design

Software Wizards - Seamless I-Tunes Software

Lawyers - Deals with Record Companies
Is how we LEVERAGE Stimulus & Diversity
1. Plan

Is how we LEVERAGE Stimulus & Diversity
1. Plan

2. Do

Is how we LEVERAGE Stimulus & Diversity
1. Plan

2. Do

3. Study

Is how we LEVERAGE
Stimulus & Diversity
1. Plan
2. Do
3. Study
4. Act

Is how we LEVERAGE Stimulus & Diversity
Eureka! 7.0 - Cycle

1. Plan
2. Do
3. Study
4. Act
Eureka! 7.0 - Cycle

1. Individual Insights
   5 to 10 Minutes

1. Plan
2. Do
3. Study
4. Act
Eureka! 7.0 - Cycle

1. Individual Insights
   5 to 10 Minutes

2. Paired Ideation
   15 Minutes

1. Plan
2. Do
3. Study
4. Act

2. Paired Ideation
   15 Minutes
Eureka! 7.0 - Cycle

1. Individual Insights
   5 to 10 Minutes

2. Paired Ideation
   15 Minutes

3. Team Feedback
   15 Minutes

4. Act

   2. Do

   3. Study
Eureka! 7.0 - Cycle

1. Individual Insights
   5 to 10 Minutes

2. Paired Ideation
   15 Minutes

3. Team Feedback
   15 Minutes

4. Growth Authorship
   10 Minutes

1. Plan
2. Do
3. Study
4. Act
Quality at the Source

**INDIVIDUAL ownership**

There is no “i” in TEAM - BUT

**idea**

**innovation**

**invention**

All start with **i**
Marketing Message

Solving Customer Problems

Passions & Assets

New Customers/Markets

New Products/Services
E!WW Client Leveraging Assets

Recognition, Jewelry & Gifts Company
Lenexa, Kansas
E!WW Client Leveraging Assets

5. Leveraging Unique Assets

Recognition, Jewelry & Gifts Company
Lenexa, Kansas

A Company Asset - they keep EVERYTHING

Including actual military dies from the 1930’s
E!WW Client Leveraging Assets

5. Leveraging Unique Assets

Recognition, Jewelry & Gifts Company
Lenexa, Kansas

Creating New Troop Tribute Line

Unmet Needs Program
VFW
Benchmark #9

How good are you at continuously maintaining a DRAMATIC DIFFERENCE vs. Competition?

<table>
<thead>
<tr>
<th>Not Great</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>World Class</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
</table>
The Secret

To HIGHER Profit Margins
New CUSTOMERS
New MARKETS
Third Law of Marketing Physics

Dramatic Difference

You TRIPLE your odds of success when you offer a DRAMATIC DIFFERENCE in Overt Benefit & Real Reason to Believe

<table>
<thead>
<tr>
<th>Dramatic Difference</th>
<th>Probability of Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Dramatic Difference</td>
<td>14%</td>
</tr>
<tr>
<td>Medium Dramatic Difference</td>
<td>40%</td>
</tr>
<tr>
<td>High Dramatic Difference</td>
<td>53%</td>
</tr>
</tbody>
</table>
Dramatically Different
( Harvard Business Review )

370%

Greater chance of profitable success for ideas that are Extremely/Very Unique
Business Success is all about NEWS.

THE FIRST _________________

THE ONLY _________________

(Make a legal claim)

New Customers love NEWS & hope
Ideally Dramatic Differences are Patented

Patents or Pending Patents Drive Growth
More choices = 5.8 times faster growth

- No patents
- Patents Filed or Pending
Useful
Useful

- Overt Benefit
Useful
- Overt Benefit

Claims “How”
Useful

- Overt Benefit

Claims “How”

- Real Reason to Believe
Useful

- Overt Benefit

Claims “How”

- Real Reason to Believe

Novel “Not Obvious”
Useful
- Overt Benefit

Claims “How”
- Real Reason to Believe

Novel “Not Obvious”
- Dramatic Difference
Where is the best place to invest time and energy looking for innovation inspiration?

Correlation with Innovation Success
r value
Where is the best place to invest time and energy looking for innovation inspiration?

Correlation with Innovation Success

Competitive/Customer Scouting .13

Where is the best place to invest time and energy looking for innovation inspiration?

<table>
<thead>
<tr>
<th>Competitive/Customer Scouting</th>
<th>0.13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic Scouting</td>
<td>0.12</td>
</tr>
</tbody>
</table>

Correlation with Innovation Success

Where is the best place to invest time and energy looking for innovation inspiration?

<table>
<thead>
<tr>
<th>Scouting Method</th>
<th>Correlation with Innovation Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive/Customer Scouting</td>
<td>.13</td>
</tr>
<tr>
<td>Demographic Scouting</td>
<td>.12</td>
</tr>
<tr>
<td>Industry Trend Scouting</td>
<td>.07</td>
</tr>
</tbody>
</table>

Where is the best place to invest time and energy looking for innovation inspiration?

<table>
<thead>
<tr>
<th>Scouting</th>
<th>r value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive/Customer Scouting</td>
<td>.13</td>
</tr>
<tr>
<td>Demographic Scouting</td>
<td>.12</td>
</tr>
<tr>
<td>Industry Trend Scouting</td>
<td>.07</td>
</tr>
<tr>
<td>Technology Scouting</td>
<td>.49**</td>
</tr>
</tbody>
</table>

Correlation with Innovation Success

DRAMATICALLY DIFFERENT IDEAS
DRAMATICALLY DIFFERENT IDEAS

Cause Operational CHAOS
Benchmark #10
How good is your SYSTEM for EXECUTING Profit Projects that offer a Dramatic Difference?

Not Great          World Class
0  1  2  3  4  5  6  7  8  9  10
For REAL Growth

“94% of failures are due to the SYSTEM
6% are due to the worker”
Start Ups Are
The MEANINGFUL Innovation Experts
Big Company
Venture Capital
“Start-Ups”

Start Ups Are
The MEANINGFUL Innovation Experts

Probability of still Being In Business
after 3 Years with INNOVATIONS
Start Ups are

The MEANINGFUL Innovation Experts
Start Ups are
The MEANINGFUL Innovation Experts

Since WWII more than two thirds of all
RADICAL INNOVATIONS that have lead to
dramatic and sizable transformations in the
economy have been adopted, improved and
developed by SMALL COMPANIES.

Federal Reserve Bank
of Kansas City
Small Companies = All Net Jobs

Large Companies
- Net LOSS of 181,122 jobs

Small Companies
- Net gain of 1,860,000 new jobs

Source: 2004 U.S. Department of Commerce, Bureau of the Census
How Real-World Start Ups Reduce Risk & Increase Success Rates
The Eureka! Religion
3 of 3

SCOUT “Owns Project”
Yes, No, Yes But
The Eureka! Religion
3 of 3

SCOUT “Owns Project”
Yes, No, Yes But

Confront Death Threats
Promise, Product & Business
Fail Fast - Fail Cheap

“Get Smart” Cycles of Learning

1. Plan
2. Do
3. Study
4. Act

SCOUT “Owns Project”
Yes, No, Yes But

Confront Death Threats
Promise, Product & Business
The Eureka! Religion
3 of 3

Fail Fast - Fail Cheap
“Get Smart” Cycles of Learning

SCOUT “Owns Project”
Yes, No, Yes But

Confront Death Threats
Promise, Product & Business

Borrow Don’t Build or Buy
Open Source Innovation
4 Paths to Profit Margin Growth

- NEW Customers & Markets
- CURRENT Customers
- CURRENT Capabilities
- NEW Products & Services

Distribution  Technology
4 Paths to Profit Margin Growth

- NEW Customers & Markets
- CURRENT Customers
- CURRENT Capabilities
- NEW Products & Services

DISCOVER
New ideas & systems that improve profit margin

Distribution  Technology
4 Paths to Profit Margin Growth

**NEW Customers & Markets**

**ADAPT**
Product and Promise
so you can
"FIRE" less profitable customers

**DISCOVER**
New ideas & systems
that improve profit margin

**CURRENT Customers**

**CURRENT Capabilities**

**NEW Products & Services**

Distribution
Technology
### 4 Paths to Profit Margin Growth

<table>
<thead>
<tr>
<th>NEW Customers &amp; Markets</th>
<th>ADAPT</th>
<th>CURRENT Customers</th>
<th>DISCOVER</th>
<th>LEAD</th>
<th>CURRENT Capabilities</th>
<th>NEW Products &amp; Services</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADAPT</strong></td>
<td></td>
<td><strong>DISCOVER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product and Promise</td>
<td></td>
<td>New ideas &amp; systems that improve profit margin</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>so you can “FIRE” less profitable customers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DISCOVER</strong></td>
<td></td>
<td><strong>LEAD</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New ideas &amp; systems that improve profit margin</td>
<td></td>
<td>Proactive Innovation for higher margins</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LEAD</strong></td>
<td></td>
<td><strong>ADAPT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proactive Innovation for higher margins</td>
<td></td>
<td>ADAPT Product and Promise so you can “FIRE” less profitable customers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ADAPT</strong></td>
<td></td>
<td><strong>CURRENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CURRENT</strong></td>
<td></td>
<td><strong>ADAPT</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
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**Distribution**

**Technology**
## 4 Paths to Profit Margin Growth

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<th>ADAPT: Product and Promise so you can “FIRE” less profitable customers</th>
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<td>CURRENT Customers</td>
<td>DISCOVER: New ideas &amp; systems that improve profit margin</td>
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<tr>
<td>CURRENT Capabilities</td>
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<td>DIVERSIFY: Open Source Partners</td>
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4 Paths to Profit Margin Growth

NEW Customers & Markets

ADAPT
Product and Promise
so you can
“FIRE” less profitable customers

CURRENT Customers

DISCOVER
New ideas & systems that improve profit margin

CURRENT Capabilities

NEW Products & Services

DIVERSIFY
Open Source Partners

Distribution Technology

LEAD
Proactive Innovation for higher margins
Borrow Don’t Build

Open Source Innovation Partnerships

% of P&G ideas from outside the company

- 2001
- 2006
- 2008
USA
National Innovation Marketplace
USA
National Innovation Marketplace

“FIND & FILTER”
in 60 Seconds
• 340,00 USA SME’s
• Retailers & Distributors
• World Wide
Give Inventors & Entrepreneurs a “FAIR SHOT”

USA National Innovation Marketplace

“FIND & FILTER” in 60 Seconds
- 340,00 USA SME’s
- Retailers & Distributors
- World Wide

Give Inventors & Entrepreneurs a “FAIR SHOT”
- 2nd route to market
- VIP Access
VIP Access for Small Co.

OPEN TO **Buy** - **Distribute** - **License** - **Partner**
VIP Access for Small Co.

OPEN TO **Buy** - **Distribute** - **License** - **Partner**

- **FUTUREWORKS**
  - TOMORROWS HOUSEHOLD NAMES
- **Herman Miller**
  - Furniture
- **BEST BUY**
  - Private Label & Retail Distribution
- **Amway**
  - Chemicals, Adhesives, Automotive, Plastics, etc.
- **ASHLAND**
VIP Access for Small Co.

OPEN TO Buy - Distribute - License - Partner

- FutureWorks
- Herman Miller (Furniture)
- Best Buy (Private Label & Retail Distribution)
- Ashland (Chemicals, Adhesives, Automotive, Plastics, etc.)
- Amway (Retail & Mail Order)
- Curbell (Medical Devices 3,000+ Hospitals)
- TransOcean (Foods 19 of 20 Top USA Grocery Chains)
VIP Access for Small Co.

OPEN TO Buy - Distribute - License - Partner

We are in discussions with...

- Herman Miller: Furniture
- Amway: Private Label & Retail Distribution
- Futureworks: Chemicals, Adhesives, Automotive, Plastics, etc.
- Foods: 19 of 20 Top USA Grocery Chains
- Food Processor: Retail & Mail Order
- Best Buy: Medical Devices 3,000+ Hospitals
- Northrop Grumman
- BAE Systems
- Kodak: Venture Capital
- Dow Corning
- Bayer
- Harley-Davidson
- Walmart
I Believe In Small Business Owners So Much...
I Believe In Small Business Owners So Much...

Mark Hartwell
Vegas Cards
I Believe In Small Business Owners So Much...

Mark Hartwell
Vegas Cards
This ROCKS!

Morff Weekly Sales Comparisons
2008 YTD
Respecting the “unknown unknowns”
Respecting the “unknown unknowns”

“Proper & Mature”
Business Innovation System

Expensive & Slow

1. Plan

2. Study
2. Study
2. Study
2. Study

3. Do

4. Act
Respecting the “unknown unknowns”

“Proper & Mature” Business Innovation System

Expensive & Slow

1. Plan
2. Study
3. Do
4. Act

Fail Fast - Fail Cheap
Get Smart

1. Plan
2. Do
3. Study
4. Act

1. Plan
2. Do
3. Study
4. Act

1. Plan
2. Do
3. Study
4. Act

1. Plan
2. Do
3. Study
4. Act
1st Quarter
First Fill
Ideas 1 & 2

2nd Quarter
RELOAD
Ideas 3 & 4

3rd Quarter
RELOAD
Ideas 5 & 6

4th Quarter
RELOAD
Ideas 7 & 8
# PROACTIVE Profitability

## Growth Pipeline

<table>
<thead>
<tr>
<th>The IDEA</th>
<th>$ Opportunity</th>
<th>Odds</th>
<th>$ that Count</th>
<th>The Scout</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project #1</td>
<td>$ xxx</td>
<td>high %</td>
<td>$ xxx</td>
<td>name</td>
</tr>
<tr>
<td>Project #2</td>
<td>$ x,xxx</td>
<td>mid %</td>
<td>$ x,xxx</td>
<td>name</td>
</tr>
<tr>
<td>Project #3</td>
<td>$ x,xxx,xxx</td>
<td>low %</td>
<td>$ xxx,xxx</td>
<td>name</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td>$ xx</td>
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</tbody>
</table>
Leadership Decides Where To Drill for Oil
Old World

Leadership Decides Where To Drill for Oil

Get Bigger
DRILL BIT
New World

If hit HARD ROCK - Try somewhere else
Old World
Old World

“You don’t have Persistence & Dedication”
Old World

“You don’t have Persistence & Dedication”

New World

“Yeah, but I’m Rich!”
Add Your Numbers
That’s your ability to Grow Your Business
How do you compare?
How do you compare?

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<th>Percentile</th>
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I Bring You

Good News
Cycle of Losing
Cycle of Losing

Company Ages
Cycle of Losing

Company Ages
Offerings Get Copied
Cycle of Losing

Company Ages
Offerings Get Copied
Markets Become Commodities
Cycle of Losing

Company Ages
Offerings Get Copied
Markets Become Commodities
Urgency for New Offerings
Cycle of Losing

Company Ages
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Urgency for New Offerings
Pessimism About Ability to Invent
Cycle of Winning
Cycle of Winning

New Products/Services
Cycle of Winning

New Products/Services
Commitment to Sales & Marketing
Cycle of Winning

New Products/Services
Commitment to Sales & Marketing
New Customers
Cycle of Winning

New Products/Services
Commitment to Sales & Marketing
New Customers
Higher Profit Margin
Cycle of Winning

New Products/Services
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New Customers
Higher Profit Margin
Optimism
Cycle of Winning

New Products/Services
Commitment to Sales & Marketing
New Customers
Higher Profit Margin
Optimism
More Choices for Growth in Pipeline
Cycle of **Winning**

- New Products/Services
- Commitment to Sales & Marketing
- New Customers
- Higher Profit Margin
- Optimism
- More Choices for Growth in Pipeline

**EUREKA!**
Winning Ways 2008

Is about igniting Profit Leadership!
Profit Leadership Requires a NEW MINDSET
Profit Leadership Requires a NEW MINDSET

YOUR TEAM + MEP Network Center + EUREKA! RANCH®
Find & Fast Track
Ideas for Profitable Growth
Find & Fast Track
Ideas for Profitable Growth

EUREKA!
Winning Ways 2008

EUREKA!
Winning Ways 2009
Find & Fast Track Ideas for Profitable Growth

Find & Fast Track Ideas for Growing Profits

EUREKA!®
Winning Ways 2008

EUREKA!®
Winning Ways 2009
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Cost & Growth Innovations
The Real Question when Evaluating Innovations...
The Real Question when Evaluating Innovations...

How Much Am I Going to Sell?
Innovation Sales Forecasts

![Dice and Chart](image)

- **Optimistic**
- **Pessimistic**
- **Best Guess**
Innovation Sales Forecasts

# of Possible Final Purchasers

![Diagram showing optimistic, best guess, and pessimistic scenarios for the number of possible final purchasers. The diagram includes a bell curve with labels for optimistic, best guess, and pessimistic forecasts.]
Innovation Sales Forecasts

# of Possible Final Purchasers
× Sales & Marketing Support

Optimistic
Best Guess
Pessimistic

Optimistic
Innovation Sales Forecasts

# of Possible Final Purchasers
× Sales & Marketing Support
× % Trial (From Merwyn Concept Research)
Innovation Sales Forecasts

# of Possible Final Purchasers
X Sales & Marketing Support
X % Trial (From Merwyn Concept Research)
X $ Revenue First Purchase

Optimistic

Best Guess

Pessimistic

Optimistic
Innovation Sales Forecasts

# of Possible Final Purchasers
X Sales & Marketing Support
X % Trial (From Merwyn Concept Research)
X $ Revenue First Purchase

PLUS

Optimistic
Best Guess
Pessimistic

Optimistic
Innovation Sales Forecasts

# of Possible Final Purchasers

X Sales & Marketing Support

X % Trial (From Merwyn Concept Research)

X $ Revenue First Purchase

PLUS

# Who Made One Purchase

Optimistic

Best Guess

Pessimistic

Optimistic
Innovation Sales Forecasts

# of Possible Final Purchasers  
X Sales & Marketing Support  
X % Trial (From Merwyn Concept Research)  
X $ Revenue First Purchase

PLUS

# Who Made One Purchase  
X % Repeat Purchase

Optimistic  
Best Guess  
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Innovation Sales Forecasts

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X Sales & Marketing Support
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= Annual Consumption/Usage Sales Revenue
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Monte Carlo Simulation
Innovation Sales Forecasts

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= Annual Consumption/Usage Sales Revenue

Monte Carlo Simulation

USA Business Opportunity (end user $ MM)

<table>
<thead>
<tr>
<th>Mkt. Support</th>
<th>80% odds</th>
<th>50% odds</th>
<th>20% odds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Low</td>
<td>$6</td>
<td>$19</td>
<td>$60</td>
</tr>
<tr>
<td>Low</td>
<td>$17</td>
<td>$57</td>
<td>$148</td>
</tr>
<tr>
<td>Medium</td>
<td>$69</td>
<td>$184</td>
<td>$433</td>
</tr>
<tr>
<td>High</td>
<td>$307</td>
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Initial Small Business - Validations
Innovation Sales Forecasts
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Why Bother?
Why Bother?

“It is not necessary to change. Survival is not mandatory.”

W. Edwards Deming
TO THRIVE
WE MUST
Drive Out Fear!
Quick Test Of YOUR FEAR & Courage To Take Action

THE ONLY WAY TO FIND THE EDGE IS BY STEPPING OVER IT
An Edge I Stepped Over...
Hundreds of pressure ridges and open water leads.
I took off my skis to get ready to cross ahead of the dogs.
“Rubber Ice” was looking soft... so I moved to the right.
SPLASH!

So, Doug

What went through your mind?
69 Year Old
Corky Peterson
MY HERO
After My Swim
In the
Arctic Ocean
After Skiing for an hour.... working to retain heat.
Prototyping Reduced Fear
Training Trip -- Ely, MN
“Fail Fast & Fail Cheap”
Laugh In Fear Dragon’s Faces

Take comfort in the fact that taking action will result in less regret than if you were to take no action at all.

Cornell University Study
- 75% most regret actions not taken
- Than actions taken that turned out badly
True Courage Comes From Doing The Right Thing for Customers

“Tricks & Treachery are the practice of fools that have not wit enough to be honest.”

Ben Franklin
The Secret to Success?
“Emotional Right Brain Answer”

Jim Kouzes

- 30 Second Guru
- Top Expert on Leadership
  - 175 PhD’s and Research Projects
The Secret is LOVE

“The key to success in business is LOVE. Love your customers Love your people Love your product - your service Love leading!”

Passion Can Be FAKED - LOVE Cannot
The Secret to Success?
“Logical Left Brain Answer”

1,500 Business School Students

1,245 Plan to Earn $ Then Pursue Dream

255 Plan to Pursue Dream Immediately
20 YEARS Later
20 YEARS Later

Checked for Millionaires
20 YEARS Later

Checked for Millionaires

1,245  1
20 YEARS Later

Checked for Millionaires

1,245  1

255  100
Profit Leadership
Profit Leadership

1. Overt Benefit
Profit Leadership

1. Overt Benefit
2. Real R.T.B.
Profit Leadership

1. Overt Benefit
2. Real R.T.B.
3. Dramatic Difference
Profit Leadership

1. Overt Benefit
2. Real R.T.B.
3. Dramatic Difference

1. Explore Stimulus
Profit Leadership

1. Overt Benefit
2. Real R.T.B.
3. Dramatic Difference

1. Explore Stimulus
2. Leverage Diversity
Profit Leadership

1. Overt Benefit
2. Real R.T.B.
3. Dramatic Difference

1. Explore Stimulus
2. Leverage Diversity
3. Drive Out Fear
Profit Leadership

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2. Real R.T.B.
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2. Leverage Diversity
3. Drive Out Fear
Launch an IDEA

The Classic Business Dream

Growth
The Cycle of Continuous Growth

Launch an IDEA
The Cycle of Continuous Growth

Launch an IDEA

Crash
The Cycle of Continuous Growth

Launch an IDEA → Idea → Crash → Relaunch

EUREKA! Winning Ways 2008
Three Quick Questions
Three Quick Questions

Have your Profit Margins grown in last 5/10 years?
Three Quick Questions

Have your Profit Margins grown in last 5/10 years?

• If NO - you should “fire some customers”
Three Quick Questions

Have your Profit Margins grown in last 5/10 years?
  • If NO - you should “fire some customers”

If you lost your #1 customer would you survive?
Three Quick Questions

Have your Profit Margins grown in last 5/10 years?
  • If NO - you should “fire some customers”

If you lost your #1 customer would you survive?
  • If NO - you need to diversify your portfolio
Three Quick Questions

Have your Profit Margins grown in last 5/10 years?
• If NO - you should “fire some customers”

If you lost your #1 customer would you survive?
• If NO - you need to diversify your portfolio

Are you having FUN?
Three Quick Questions

Have your Profit Margins grown in last 5/10 years?
• If NO - you should “fire some customers”

If you lost your #1 customer would you survive?
• If NO - you need to diversify your portfolio

Are you having FUN?
• If NO - take action NOW - “Life is too Short”
Think about it...

Source - Black Swan
Think about it...

Source - *Black Swan*
Think about it...
Why?

EUREKA!
Winning Ways 2008
Why?
Too often today companies are really struggling. They have been beaten up and have no courage left. Eureka! Winning Ways puts courage back into companies and gives them a kick-start again.

I really liked learning how to put HOPE back into people.
Are YOU READY?

We’re Ready to help

Help You Use Innovation To

Increase Your PROFITS

MEP Network
Manufacturing Extension Partnership

EUREKA!
Winning Ways 2008
I’m Optimistic

“As long as I have known the world I have observed that Wrong is always growing more Wrong, and that Right, however opposed, comes Right at last.”

and on taking responsibility....
“Up sluggard, and waste not life; in the grave will be sleeping enough.”

Ben Franklin

St. Thomas
Springbrook PEI
Win More, Lose Less

Make More Money!

Doug Hall
Founder & CEO