



THE GROWTH ENGINE™ CO.

Workshop Offerings

1. Brand Communication Workshop

This workshop is designed to give marketing brand managers the tools they need to create breakthrough, strategically-sound brand communication. Using dozens of real world examples, the workshop will train them, specifically, in how to:

- Define and dimensionalize the key elements of a “brand building” for both brand positioning and new product architectures
- Develop a unique brand positioning
- Create an effective creative brief for the agency
- Judge/react to, and ultimately improve on agency creative work/presentations
- Effectively manage the client/agency relationship

Length: 1 – 1.5 days

2. Team Ideation Technique Training

This “minds-on” workshop that will teach managers when and how to use a variety of state-of-the-art, empirically-proven, individual and group ideations techniques including:

- Triggered Brainwalking
- Worst Idea
- Semantic Intuition
- Patent Prompts
- Problem Redefinition/Questioning Assumptions
- Whiteboarding

Using an action learning approach, participants will learn when and how to use specific ideation techniques, and then apply this learning against their unique, real-world creative business challenges. These “real-world” challenges could include developing new ideas for new products, promotion and PR; as well as in such “less obvious” arenas as process re-engineering, strategy development and creative cost-cutting.

Length: 1 to 2 days (depending on the need for a facilitator training module)

3. Sales Meeting Creative Facilitation

Are you thinking of hiring yet another motivational speech for your next national sales meeting... or might you consider, instead, making it a forum to generate breakthrough ideas?

Why use your sales team to generate ideas? Said one executive who has used this service, “When you’re spending half a million dollars to bring together all this top sales talent in a meeting, it’s crazy not to challenge them to generate new ideas to help grow the business!”

Bryan Mattimore and Gary Fraser, world-class group ideation facilitators (who together, have facilitated over 1500 ideation sessions) can team up to design and facilitate your next national sales meeting to generate ideas for new :

- sales strategies
- trade programs and
- cross-selling opportunities (between companies/divisions)

Length: 1/2 to 2 days.

4. Real World Innovation

What are the innovation approaches and processes that work “in the real world?” Conducted by Gary Fraser and Bryan Mattimore, two innovation experts, who together have created and launched over \$1 billion dollars of innovation success, this workshop will show participants how to:

- create a successful (and cost-effective) new product development process
- recognize and exploit and the pros and cons of a “stage gate process”
- engage the consumer/customer as idea development partners to create more and better new product and service successes
- effectively move new product concepts from “the fuzzy front end,” through the “muddled middle,” to marketplace success.

Length: 1 day.

5. Strategy Development for Business Leaders

This facilitated strategy and vision development “summit” is intended for senior business leaders who are looking to explore, create and develop alternative strategies to help grow their businesses. Facilitated by two Gary Fraser, and Bryan Mattimore, senior business marketing and innovation strategists/consultants, this custom-designed workshop could include:

- creating a company, functional group and/or brand vision
- strategizing new markets, products or services
- developing new/surprising competitive strategies (using a war-gaming methodology)
- conceptualizing ideas/approaches for using customers and suppliers as strategic growth partners
- planning how best to implement (and have adopted by the field) newly created divisional or company-wide strategies

Length: 2 to 5 days.

6. War Gaming

Ever been caught by surprise by a competitor's new product launch? Wish you had been prepared with a pre-planned response? A day of "War Gaming" with Bryan Mattimore and Gary Fraser, two seasoned marketing executives, veterans themselves of the "toothpaste wars," the hair care wars," "the razor wars," and "the bottled water wars," can help you prepare for the unexpected... and/or the inevitable. Specifically, this session will help top managers:

- Anticipate **your competitor's** strategic initiatives including:
 - Their new product and/or service launches including considerations of timing, marketing plans/expenditures
 - Developing counter-strategies to de-rail competitor's plans
- Anticipate competitor's responses to **your company's** initiatives including:
 - The launch of new positionings for your established brands and services
 - The introduction of your new products and services
 - Fighting promotion/pricing wars
 - Developing plans to either thwart or successfully react to their actions.

Length: 1 day.