

Enhanced Relationships with Industry Influencers

A client's business was approaching zero profitability. They recognized they needed to change their thinking processes in order to create new innovative products. To accomplish this objective, we hosted a series of best-selling authors on topics such as innovation over a three-year period.

To create credibility for the program:

- developed a series of quarterly articles that received front page coverage in the business section of the local newspaper
- scheduled guest appearances with each author on the local NPR affiliate
- conducted one-on-one interviews (in year three) that showed widespread use of new ideas gleaned from the speakers series such as observing customers using their products to create new or improved products

Results include:

- created 55 new products in year three
- saved almost 10M/year by eliminating unprofitable businesses and moving production offshore