

# GMS - New Product/Idea Generation – Ideas for Short/Long Term Opportunities

## Growth Management System (GMS)

Services	Deliverables
<ul style="list-style-type: none"> <li>GMS - Idea Generation Workshop</li> </ul>	<ul style="list-style-type: none"> <li>Up to an 8 hour workshop for up to 20 participants.</li> </ul>

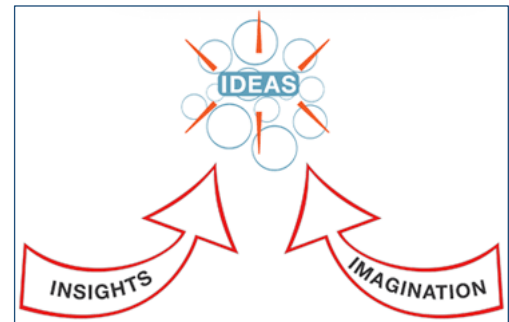
\*if applicable, company is responsible for providing lunch for participants and AKA facilitator.

### Brain-Steering – Idea Generation for Short/Long Term Growth Opportunities

*A full Pipeline of ideas comes from structured Brain-STEERING exercises that generate LOTS of ideas.*

The life-blood of every company is continued improvements and the development of its Growth Pipeline. Successful companies need both short and long term growth opportunities that are vetted and ready to allocate resources toward.

The Idea Generation Workshop through 3-6 brain-STEERING exercises performed over the course of the workshop, identifies solutions for short and long term opportunities for growth. Workshop includes participants performing Stimulus Mining and an AKA facilitator developing a “Spark Deck” in advance to help “fuel the day” with focus and structure to guarantee results.



Upon completion participants will:

- Develop a pipeline of ideas for both short and long term opportunities for new revenue streams that the entire team is excited about;
  - Capture, document, and bring clarity to existing ideas;
  - Be introduced to a documentation method for capturing ideas;
  - Document 20-120 (depending on participants) growth ideas; and
  - Identify the difference between short and long term opportunities.
- Have a structured and focused interaction to develop pertinent ideas for growth;
- Understand the importance of team inspiration and bonding;
- Understand how a focused and structured Brain-STEERING event saves time and energy while creating ideas that satisfies the Company’s needs and strategies;
- Understand the importance of “thinking outside of the box”;
- Understand the importance of coming prepared and ready to be “innovative”; and
- Be able to properly benchmark, collect customer input, apply trends and focus direction leading to better results.

