



The Center for Innovation & Growth is located at 340 Front Street in Berea.

Contact the Center for Innovation & Growth at Baldwin-Wallace College Today

Organizations that engage CIG in a Growth Project will find deliverables are high in value at a reasonable price.

To arrange a meeting and learn how a CIG Growth Project can help your company, contact:

Lacey Kogelnik
CIG Practice Manager
lkogelni@bw.edu
440-826-2474

More information is available at:
www.bw.edu/CIG/growthprojects/

 center for innovation & growth

GROWTH PROJECTS

B·W
BALDWIN
WALLACE
COLLEGE



In this challenging economic environment, business leaders are seeking ways to generate and sustain growth. They realize that such growth can only be achieved through new ideas, new offerings, new markets and new processes that accompany

innovation.

The Center for Innovation & Growth (CIG), through its Growth Projects, can support your growth goals and lower the risks associated with launching new ventures.

GROW

- ...your business
- ...your people
- ... your ideas

Why CIG Growth Projects?

CIG Growth Projects are designed to help business leaders solve their company's most challenging issues:

- What **new offerings** might best serve the needs of our customers?
- Which **new markets** are fertile ground for our products and services?
- Who will fill the talent pipeline to **lead our organization** in the future?
- How can we structure our organization to achieve **sustainable growth**?

Our CIG Team, working in collaboration with your business leaders, will address these challenges, sort out the available options and chart a course for future success.

Our Team

CIG Growth Projects are led by experienced business executives and are supported by faculty members with relevant industry experience, MBA candidates and highly trained undergraduate students.

Our team of professionals includes successful entrepreneurs and industry experts, with real-world experience in facing down the sort of problems you encounter every day. Selected by our faculty from among the best-of-the-best of our talented MBA and undergraduate student body, the key to our success is the energy that flows from this combination of seasoned expertise and fresh-eyed creativity.

Growth Projects

CIG Growth Projects take a client-focused approach in helping corporations facing internal and external growth barriers. They deliver a winning value proposition, unlock new markets, improve customer service and craft a path to growth.

The CIG team has successfully completed dozens of projects for companies and organizations across a wide spectrum of industries. Although each project is tailored to meet the specific challenges at hand, they fall into three broad categories:



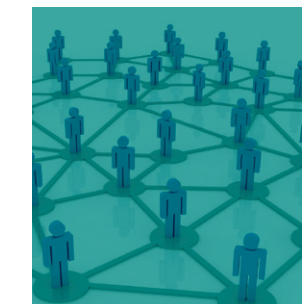
New Market Research

New Market Research Projects begin with secondary research. The CIG Team scours secondary sources to evaluate a company's available range of opportunities in terms of market share, size and structure. The second phase utilizes the "Voice of the Customer," a non-traditional primary research methodology that involves in-depth, face-to-face interviews with the people who matter most: target customers. These free-flowing, yet purposeful discussions, provide invaluable insight into the pain points, competing alternatives and unmet needs of current and potential target markets. Together, these two research phases provide a rich and multifaceted view of your company's situation that outlines the basis for strategic go-forward options.



Roadmap to Growth

For companies that know where they want to end up but struggle with formulating an action plan to get there, the Roadmap to Growth is ideal. Some struggle with internal barriers to growth, including cultural and structural challenges. Others face external barriers, such as market shifts and international pressures. The Roadmap process is applicable to all of these situations and includes a detailed project plan (the "Roadmap") complete with specific timelines, accountability and deliverables. It defines the current state (where we are today) and the desired future state (where we want to be in the future) of a business. Once defining the starting and ending points, together we can plot a strategic course for sustainable growth.



Innovation Team Augmentation

Even the most successful organizations at times encounter frustrating bottlenecks caused by a lack of resources. When a company's innovative workforce is stretched too thin, our team can supplement it with extra sets of arms and legs to help push projects over the goal line. CIG's expertise in market research, project management and team facilitation helps take the burden off of your company's team when they need it most.

CLIENTS

Parker Hannifin

United Way

GOJO Industries, Inc.

Cliffs Natural Resources Inc.

PNC

OEConnection®

RPM International Inc.

ideastream®