

## Eureka!® Winning Ways

### Idea Engineering

A disciplined system for thinking smarter and more creatively about old and new ideas for growing your company

### Success Screening

Merwyn Research - a scientific way to separate big ideas from costly losers—before you've wasted significant time and money

### Action Plan Coaching

Trailblazer - a structured process for implementing a "continuous flow" portfolio of growth initiatives

### Watch a 5-minute video of client testimonials

<http://www.itac.org/Video//Eureka.swf>

# THIS IS THE TIME TO THINK ABOUT GROWTH



## Business growth simplified

ITAC and Eureka! Ranch teamed up to bring you a unique and disciplined process that works to increase sales. Developed by Doug Hall, entrepreneur, engineer and idea guru to America's top corporations, **Eureka!® Winning Ways**, has been honed, tested and proven successful by small and mid-size firms like yours as well as large clients such as Nike, Disney and Procter & Gamble.

**Proven**  
**Systematic**  
**Repeatable**

*"With this process, we've figured out how to change our world and our industry. If this goes the way we want it to go, we have tripled the size of our business."*

Gary Marmer  
Vice President Marketing  
Questech--Rutland, Vermont

## A method to Identify and Drive Business Growth:

- Create new products or services
- Capture new markets
- Increase profits
- Improve sales & marketing effectiveness
- Develop ideas faster and more productively
- Dramatically improve competitiveness

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**ITAC: committed to growing NYC businesses**