

# Ignite Your Company's Growth the Maverick Way



**THINK** about how Starbucks has millions of people going out of their way to spend \$4 for a 25¢ cup of coffee. Are people going out of their way to do business with you? If not, why not? What must your company do to be a market leader so that customers will seek you out?

To be the #1 choice demands agility, adaptability and innovation. Maverick companies are opportunistic. They are companies like Apple, Google, and Starbucks, who understand the value of innovation as a magnet that draws people to their companies and products. Maverick companies know how to sustain growth in a rapidly changing marketplace.

*The top 25 global innovators have 3x profit margin growth annually when compared with the S&P Global 1200, according to Business Week's annual innovation survey.*

Superior organic growth is typically the most important driver of enterprise value. And, it's innovation that provides the engine – whether through a richer product mix, customers paying more and buying more, or improved operational processes that reduce the sales cycle or make it easier for customers to do business with you.

The Maverick Way is a dynamic, highly interactive, thought-provoking process that will bring focus to entirely new ways to ignite significant growth in your company. Whether you're taking your company to the next level, or working to regain lost momentum, you'll benefit from spending a few concentrated hours to rethink your game plan for achieving your objectives.

## Seek Upside Potential

- Spark your next big idea
- Reconfigure your business model
- Create a powerful differentiator

## Plan for Downside Risks

- Unexpected shifts in the marketplace
- Loss of a major customer
- Dominant new competitor

What are the specific challenges you have that won't go away? Do you need a great new idea? Complex problems are often opportunities in disguise. The Maverick Way's proven framework will show you how to build opportunistic plays out of the answers to tough questions, and uncover hidden assets that can make you the dominant player in your market.

Fresh perspectives and innovative thinking need the right environment to thrive. In addition to engaging in a rigorous thinking process, it's important to examine how your company's operational model will support or hinder new growth initiatives.

- Is there a common understanding of the key challenges that must be addressed?
- What framework is used in setting priorities for resource allocation?
- How do current systems and processes support your growth requirements?

Let us help you develop a new point of view on how the principles and characteristics of market leaders apply to your company's unique challenges and obstacles to growth. We will guide you through a disciplined process – one that has been successfully applied to jumpstart innovation in large and small companies around the world.

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*Karen Maples, Myutiq, LLC President and Founder, and Howard Arnold, Principal, will bring the Maverick Way to your company so that you too can ignite growth. Contact us for more information: [info@myutiq.com](mailto:info@myutiq.com) or call 866.Myutiq.1 (866.698.8471)*

