

## Eureka! Winning Ways: risk-free growth for small and midsize companies

BY CB STAFF

According to recent statistics, approximately 95% of small- to medium-size manufacturing startups never survive, with others merely languishing and going virtually nowhere. Designed to help businesses in this bracket increase sales and reach and exceed growth goals, Eureka! Winning Ways is the nation's largest growth program and the first scientifically based process proven to help businesses significantly grow. "It's a simple, disciplined approach that quickly identifies and validates new ideas to increase top-line revenue," said Migdalia Rosado, executive director of PRiMEX (Puerto Rico Manufacturing Extension)—an organization created by the Puerto Rico Industrial Development Co. (Pridco) to help the island's small- and medium-size manufacturing companies take advantage of the latest innovations in technology and business practices.

Currently in the process of coordinating the first Eureka! Winning Ways sessions in Puerto Rico, Rosado and her team are sponsoring a kickoff activity June 18 at the Condado Plaza Hotel to help local companies learn more about the program. "I think this is a wonderful opportunity for companies in Puerto Rico," she said. "There are many success stories from the

mainland as small companies are getting into this new growth strategy." The program is endorsed by the Manufacturing Extension Partnership (MEP) program under the federal Department of Commerce's National Institute of Standards & Technology (NIST).

Created by Eureka! Ranch founder Doug Hall, author and idea guru to America's top corporations, the program is delivered by certified Eureka! Winning Ways coaches who are highly trained in bringing a company's team together to accomplish a number of key goals. With PRiMEX boasting three coaches already certified by Hall, they will be working with local businesses to identify possible growth options using the Eureka! Winning Ways methodology.

Companies will also be taught how to take action to grow the business and be coached on how to effectively measure the results. "In a nutshell, Eureka! Winning Ways does for marketing and innovation what Lean and Six Sigma have done for production and quality," said Rosado. "With more than 95% of all Winning Ways companies acting upon at least one idea they created, it's virtually guaranteed they will succeed, and we'll work with them until they do." She also added that most clients make more money with their ideas than they initially invested in the coaching process.

Two companies have already signed up for the program—RD Medical Manufacturing in Las Piedras and Vernet in Caguas. PRiMEX is also putting together a group to scout around the island to identify other companies that might be interested in the program as well. "We are also trying to provide

government incentives so a good portion of the cost can be subsidized by the Department of Commerce," said Rosado. She said those companies looking to export their products will be among the primary targets for the program. "For me, these are the best candidates to keep our economic strategy going," she said. ■

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*—Migdalia Rosado, executive director of PRiMEX (Puerto Rico Manufacturing Extension)*

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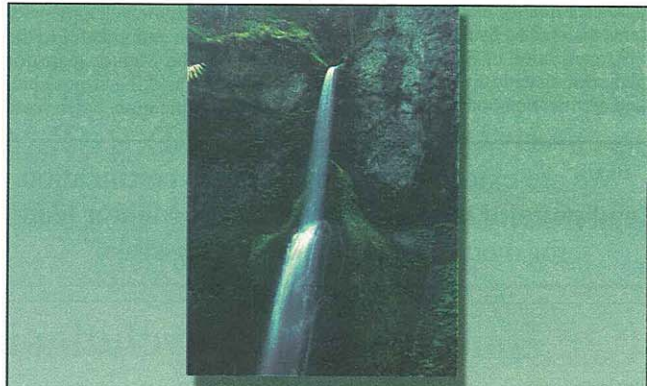
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practices involving the planning and delivery of projects.

"In a nutshell, the body of knowledge recognizes 44 processes that fall into five basic project stages: initiating, planning, executing, controlling and monitoring and closing," said Ruiz, adding this discipline also includes nine knowledge areas that are typical of most projects and their management: integration, scope, time, cost, project quality, human resources, communications and project

risk and procurement.

All these project stages, the nine knowledge areas of project management and many other related topics, will be thoroughly discussed in a five-week management intensive course that will be offered by Trecon at the Universidad Católica in Mayagüez, starting May 31, from 8:30 a.m. to 4:30 p.m. The course can be preparatory for the Project Management Professional (PMP) test and is open to all professionals related to project management. Participating engineers will receive credit hours through Project Management Partners Inc. ■



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