



Stop Reacting and Start Profiting

Today's business climate is changing at the speed of light. Often, companies find themselves reacting to short-term issues only to lose sight of where they really want to go. It's a reaction that costs the company time, money and lost opportunities. That's why it's more important now, more than ever, to develop a long-term business growth strategy, and have a clear action plan to drive it.

Business Challenges You May Be Facing

- Do you know how you will achieve your most important goals?
- Are you able to address the internal and external barriers to your company's success?
- Does your company have the talent and management structure in place to reach your business goals?
- Does your company have the needed systems and processes in place to gain efficiencies and better serve your customers?
- What are the major uncertainties that keep you awake at night?

Our strategy expertise and deep experience with companies like yours can help you understand and confront the challenges you are facing. By pursuing high-return strategies, we can help you drive real value to the bottom line—resulting in sustainable growth, profitability, and success.

Developing such a strategy allows you to be proactive about the opportunities you take to achieve optimal results, and brings order to chaos through clear priorities and action items.

As a senior leader in your company, you understand that profitability, success and long-term growth is best achieved through an actionable, targeted business growth strategy.

“Today, our company is stronger than it’s ever been and proud to be 100% employee-owned. With the help of IES, we have expanded all aspects of our operations and have grown to employ 225 associates, with more to be added by year’s end. We look forward to the future and working to transform our company to ensure long term sales and profitability.”

—Steve Earley, CEO
Cross Company

A Well-Defined Business Growth Strategy Allows You To:

- Focus on the strategies that lead to high-yield results
- Build and sustain a competitive advantage
- Communicate clear direction for internal and external stakeholders
- Improve employee morale and re-energize the entire organization
- Develop culture for long-term growth and align talent with long-term goals
- Achieve greater profitability; build resources to give you more choices

How We Do It:

- We utilize a highly proven strategy process customized to your needs
- We help you determine the scope of the plan (e.g., strategic plan, marketing plan, action plan)
- We help you align your resources to give you the capacity to take action
- We infuse creativity and innovation to help you move beyond the status quo
- We identify the trends, market forces and competitive threats
- We assist you in developing actionable strategies that leverage your distinctive strengths to capitalize on relevant business opportunities
- We help you identify and achieve the key performance indicators (KPIs) that are most vital to your success
- We stay with you over time to help make sure that your plan is implemented and does not stay “on the shelf”

Why IES?

At IES, our broad portfolio of solutions is firmly rooted in business innovation. We don’t need to get “up to speed” on your industry—we are already experts, and have been for 60 years. We have proven success with dozens of companies similar to yours.

As an affiliate of the North Carolina State University College of Engineering, we are able to tap into the resources and knowledge of a major research university, and remain cost-effective to our clients while still providing an unparalleled level of customer service.

NC STATE

Industry Expansion Solutions

Industry Expansion Solutions (IES) is the engineering-based, solutions-driven, client-focused unit of NC State University. Our broad portfolio and deep industry expertise help organizations grow, innovate and prosper. Our extensive partnerships with business, industry, education and government generate a unique culture of collaboration that provides access to cutting-edge expertise, research, and technology.

Grow Your Business With Confidence. Contact Us Today.

Visit our website: www.ies.ncsu.edu to find the IES Regional Manager nearest you. Contact us by phone: 1.800.227.0264 or email: iesservices@ncsu.edu

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