



## Articles with Inspiration and Ideas For Start-Up and Growth Companies

The MEV Innovation Centre is a certified GrowthWheel business partner. Our business advisors use GrowthWheel as a visual tool to help companies to develop, design and improve their businesses taking a 360 degree perspective. If you would like a copy of any of the articles listed below please send us an email at [MEVInnovation@milton.ca](mailto:MEVInnovation@milton.ca)

### Business Design

- Goodbye, Business Plan! - Starting a company requires action
- Actions Make the Difference - 7 actions for creative business development
- Know Your Next Growth Challenge – before it comes
- 7 Different Ways to Grow and Develop your Business - Alternatives to merely “getting bigger”

### Business Concept

- The Meaning of Life - in the Business
- Focus on the Product Portfolio - How to get more products and services on the shelves
- 26 Sources of Income - Make money from good ideas
- Good Salesmanship - how to raise prices
- The Best Customers - How to build a valuable customer portfolio
- Startup in the Blue Ocean - stand out from the competition

## **Organization**

- Advisory Board or Red Wine Club? - the most important network
- Exit for Beginners - Get ready for the day when you are selling your business
- The Next Employee - the decisive step for creating growth
- Create Meaningful Jobs - and get efficient, happy employees in return
- Getting Things Done – by Delegating
- Professional Business Processes - Getting everyday procedures to run smoothly

## **Customer Relations**

- Selling Through Our Networks - When new customers turn up on their own
- 100 Ways to Market your Company
- Understand Your Customers and They will Understand You
- The Art of Selling - When you are not a salesperson
- 15 Minutes of Fame - Using the media to help sales
- From Nice Logo to Strong Brand - Becoming known for who you are

## **Operations**

- Useful Budgets - controlling finances in the new fiscal year
- Control your Bank! - How to get the credit you want
- Smart IT Systems for Smart Businesses