



Q&A with Bryan W. Mattimore, Co-Founder of The Growth Engine Co. providing Innovation Agency Services helping Mid-Cap and Large-Cap Companies Generate New Ideas, Products and Services to Improve their Business



Bryan W. Mattimore
Co-Founder

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Interview conducted by:
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CEOCFO Magazine

“For me, there is no better way to give back to the world, and nothing is more rewarding – or fun -- than inventing new creative processes that lead to real-world results.” - Bryan W. Mattimore

CEOCFO: *Mr. Mattimore, according to your site, The Growth Engine Co. is an innovation agency. What does that mean? Would you tell us about the company?*

Mr. Mattimore: The conventional definition is that we help companies create and market new products and services, but an innovation agency in these times does much more than that. We help with marketing strategies, creativity training, even creative cost cutting. Therefore, innovation agency services have moved from exclusively generating new products and services to helping companies generate new ideas to improve their business in a wide variety of ways.

CEOCFO: *How would someone know to turn to your company? What might they be looking for that would come up with The Growth Engine?*

Mr. Mattimore: They might search the term “Ideation,” because we are world class in this. Ideation, by the way, is the current term for brainstorming. Research has shown brainstorming, as a technique, does not work particularly well. Ideation by contrast, uses a variety of directed stimuli and unique thinking prompts to trigger new ideas. Searching “Creative Research Methodologies” and “Creativity Training” is another way someone might find us. Earlier this year a frozen food company found us by searching “Retail Ideation” because of our Trade Link program, our process for facilitating joint ideation sessions between retailers and manufacturers. “Disruptive War Gaming” and “Global Ideation” are also terms have been used to find Growth Engine.

CEOCFO: *Would you give us a couple of examples of how that works on a day-to-day practical basis?*

Mr. Mattimore: So, typically a CMO, R&D Director or Brand Manager would call us in to help them invent a new product or service. We start our process by reviewing their in-house consumer and/or customer research, available brand equity studies, and new ideas currently in the pipeline. Then, after we get agreement from the client on “session guardrails”; we design the session taking into account what would constitute a “winning idea.” The sessions are one or two days, and we might generate one-hundred fifty to two-hundred ideas. Of these, probably twenty to twenty-five are unique and interesting, that we think might have potential. We then write formal concepts, often with visuals, and test them in several rounds of consumer groups. Maybe eight to ten of these concepts make the final cut, which we then put into quantitative testing. Through this process, you might get three or four big winners and launch one or two. The Brownie Chips Ahoy! cookie created out of this process. It’s become a huge success and is now “a platform.” Which means, at least a half-dozen line extensions have come from this basic idea of placing a layer of dessert ingredients like red velvet or fudge or birthday cake frosting inside a traditional Chip’s Ahoy! cookie.