



Helping Manufacturing Enterprises Grow Profitably

Enterprise Minnesota
310 4th Ave So., Suite 7050
Minneapolis, MN 55415
612-373-2900 or 800-325-3073

Enterprise Minnesota Strategic Growth Plan

Robert H. Kill
President & CEO

MANTRA

“Helping Manufacturing Enterprises Grow Profitably”

VISION

"Enterprise Minnesota is the Voice of Minnesota's Manufacturing industry"

CORE VALUES

- Be passionate about helping manufacturers grow their businesses
- Be enterprising in our thinking, our actions and our results
- Demonstrate extraordinary professional integrity in all our work
- Exude optimism, always building for the future
- Treat all people with genuine respect
- Focus on organizational over personal perspectives

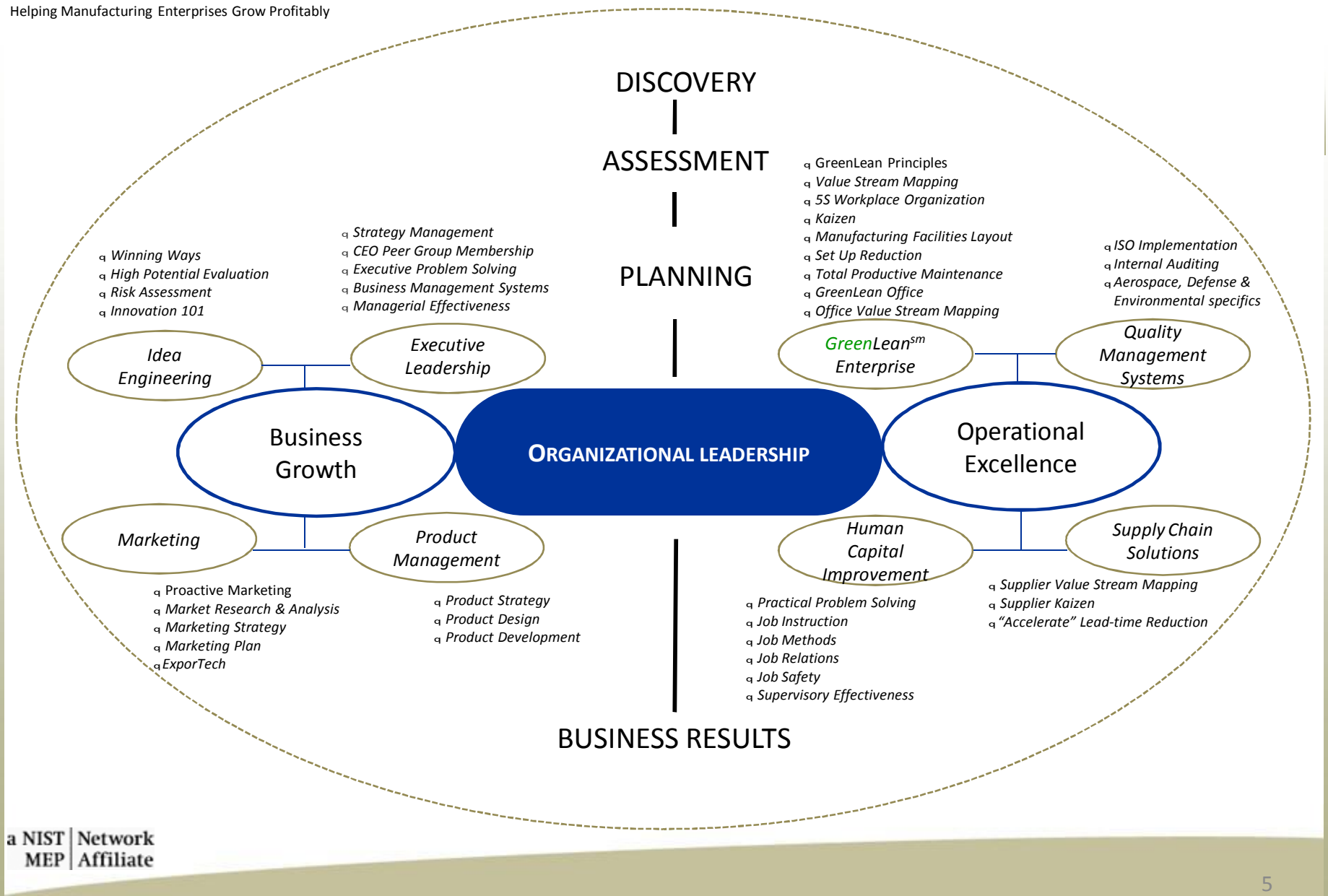
Goals for FY 2012 – 2015

- 1) Realize positive cash flow through a 10 percent average compound annual revenue growth, with continued value creation, efficient operations, and disciplined expense management.
- 2) Set the standard within the MEP System for achieving significant client business results by achieving 20/20 growth for clients, leading the *Green*Leansm initiative within the state, and dramatically increasing the number of manufacturing clients we serve. By doing so we aim to become a top MEP Center.
- 3) Solidify our influence and recognition as the “de facto” manufacturing resource through our consulting, connections to public and private stakeholders and visibility initiatives that contribute to the success of the industry.

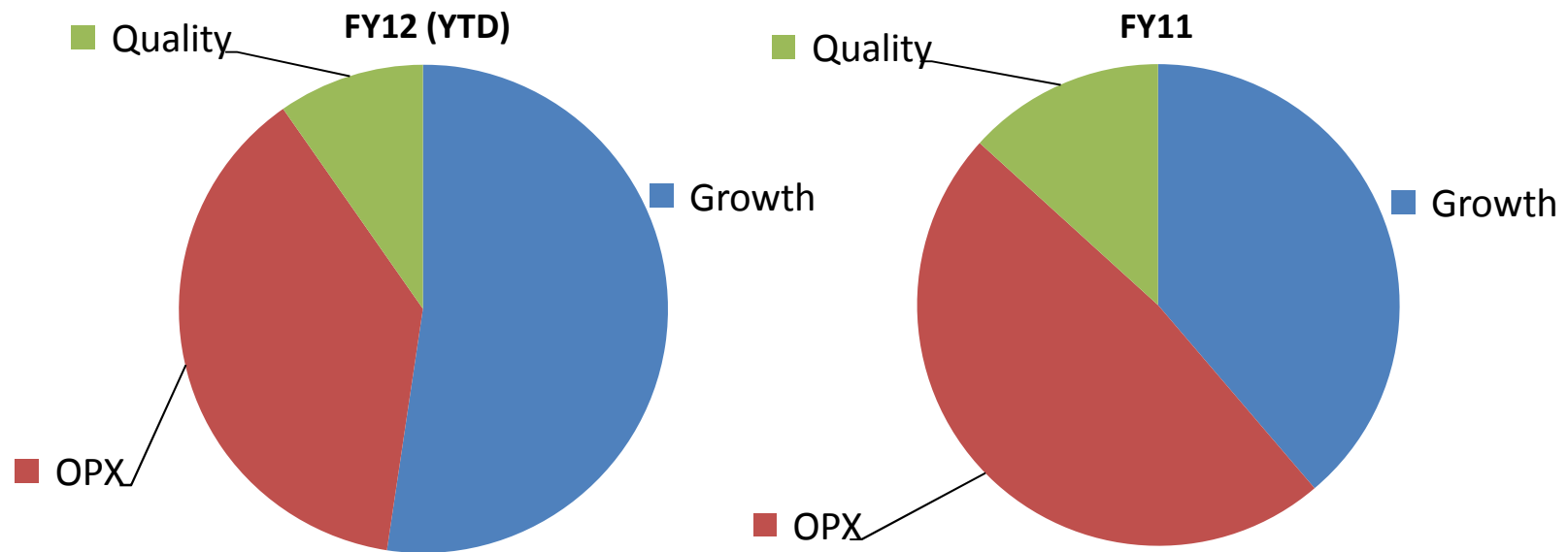
Focus on Results

- Profitable Revenue Growth
- Balanced Product Mix
- Impactful Business Results
- Growth in Clients
- Stakeholder Value
- MEP Ranking

CONSULTING SERVICES



Net Value Added Product Mix



Grant Strategy

Development Grants

- Develop new services
- Train sales and delivery staff
- Gain new clients
- Engage valued partners

Access Grants

- Accelerate “Growth” initiatives
- Develop consultative engagements
- Build trusted advisor role
- Optimize state, regional and industry stakeholders

The Voice of Manufacturing

STRATEGY

ENTERPRISE MINNESOTA

**"STATE OF
MANUFACTURING"**

Website
Business Events
Enterprise Minnesota Magazine
Legislative Relations
CEO Webcasts
Media Relations
"State of Manufacturing" PoI



Clients
Client OFMS
Client Suppliers
Business Leaders
Elected Officials
Schools & Colleges
Economic Development
Grantors
Staff



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Enterprise Minnesota Magazine™

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a NIST | Network
MEP | Affiliate



The State of Manufacturing 2012

A Comprehensive Survey
of Minnesota's Manufacturers

Polling & Analysis
by
Rob Autry, Public Opinion Strategies, Inc.



www.stateofmanufacturing.com

The State of Manufacturing



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Center Performance Results

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