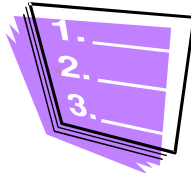


**Ongoing Communications (Business)**

Meetings: Clear Purpose

Agenda for all meetings (even phone)

- \* Subject to discuss, who leads discussion
- \* Who will be in attendance
- \* Time allotted by subject
- \* Reference materials sent in advance
  - Background, New Findings, Proposed Discussion Points and Next Steps & Expectations of Attendees



Meetings: Efficiently Run

Leader must lead– keep focused on clear purpose.

All attendees must be prepared or table discussion

- \* Meetings are not to brainstorm unless that is truly the goal.

Stay on time schedule allotted.

Get closure on: Decision points, Next steps & Timing, Who is responsible, Budget

Plan to Profit		Planning Worksheet		
Organization: _____				
Participants: _____				
Meeting Date: _____		Time: _____		Meeting Location: _____
Meeting Purpose(s): _____				
Recommended Action Plan and Project Overview:				
_____				
_____				
What (Task)	Who	When (Timeline)	Resources Needed	Monitors
Notes: _____				
Next Meeting Day, Date, Time, Location, Purpose: _____				

**Additional Resources: [www.newapproachonline.com](http://www.newapproachonline.com)**

New Approach Development, LLC \* 3 MacIntosh Road, Bedford, MA 01730

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# Creative Communications Manufacturing Meets Design

Special Event at the Society of Craft Designers Annual Seminar  
Phoenix, AZ \* 7 September 2001

This is a business tool, featuring a few of the highlights from the New Approach “Creative Communications” presentation.



Action Steps:

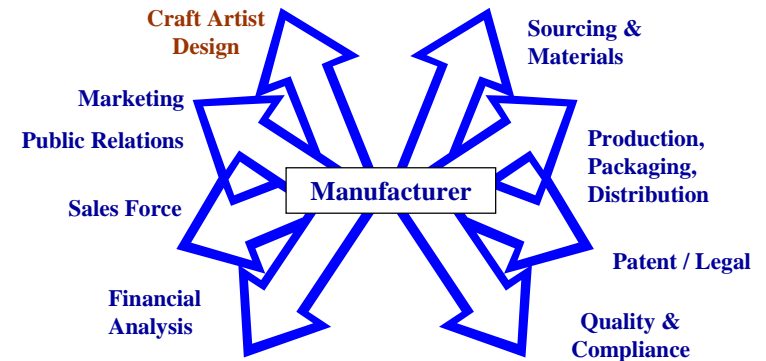
1. Designers – Know Yourself.
2. Manufacturers – Gain a Better Understanding.
3. Manage Creative Communications.

1. Designers – Know Yourself.

Your Needs: \_\_\_\_\_

What You Want Manufacturers to Say About You: \_\_\_\_\_

2. Manufacturers – Gain a Better Understanding.



For additional information on industry statistics, trends and resources, contact Peter Russo



3 MacIntosh Road, Bedford, MA 01730; Tel: 781-275-3150; Fax: 781-275-3005

Email: [peter@newapproachonline.com](mailto:peter@newapproachonline.com) [www.newapproachonline.com](http://www.newapproachonline.com)

### 3. Creative Communications

#### Getting to "Go"

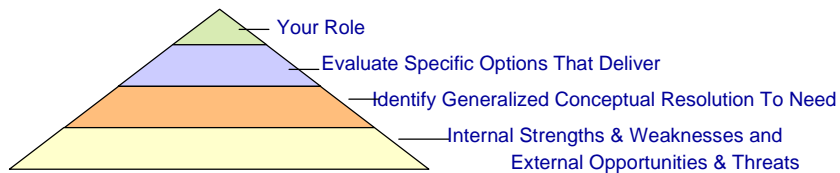


Description	People	Time	Expense	Profit
<ul style="list-style-type: none"> <li>•Design</li> <li>•Product Features</li> <li>•Product Benefits</li> <li>•Package</li> <li>•Sales Channel</li> <li>•Sales Materials</li> <li>•Manufacturing</li> <li>•Promotion</li> <li>•Merchandising</li> <li>•Price</li> <li>•Public Relations</li> <li>•Education</li> </ul>				

#### Analyze Internal Strengths & Weaknesses and External Opportunities & Threats

STRATEGY MATRIX		
	Strengths	Weaknesses
Opportunities	SO Strategies	WO Strategies
Threats	ST Strategies	WT Strategies

#### Determining Company Need



NEW-APPROACH  
DEVELOPMENT, LLC

### Confidentiality Disclosure

*Confidential Report*

Your  
Logo

## Project Name

This report contains material which is the work product of \_\_\_\_\_ (Your Company Name) and is being provided to the Recipient on the express understanding that, without the prior consent of \_\_\_\_\_ (Your Company Name), the Recipient shall not (i) use said confidential material for its own benefit or that of any other party, or (ii) disclose said confidential material to any other party.

Notwithstanding the foregoing, the obligation set forth herein shall not be imposed on you with respect to any confidential information which: (a) was found to be public domain at the time of disclosure to you. (b) was already in your possession prior to being presented herein. (c) after declining use to \_\_\_\_\_ (Your Company Name), is subsequently received by you from a third party who was under no obligation of confidentiality.

Account Company Name \_\_\_\_\_ Date \_\_\_\_\_  
By (Contact Name) \_\_\_\_\_ Position \_\_\_\_\_

Date

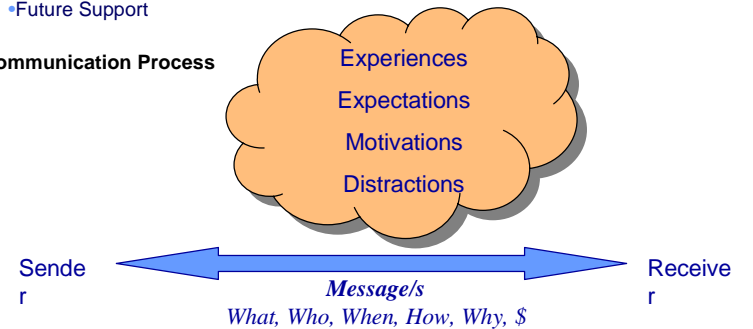
Your Contact Information

#### Licensing – What are you licensing?

##### Proven Concepts

- Production Feasibility
- Defensible Concept
- Margin Potential
- Sales Assurance
- Investment Not to be Covered by Company
- Future Support

#### Managed Communication Process



# Constant Change