

## **Growth Plan Project Overview Video Transcript**

Hi everyone, welcome back. Just wanted to spend a minute or so giving you an overview on the Enterprise Growth Plan Project.

As most of you know, this is the cornerstone component for this course. You're going to be required, obviously, to select a firm—and I would hope that you select your own firm, actually—to conduct a company, industry, competitive, and customer analysis, and then determine the appropriate growth plan that will enable your firm to achieve sustained growth. And again, remember, this course is focusing on innovation, so your goal is to take a variety of innovation tools and apply that to your growth plan project.

If you look in your course material, you're going to find out that this deliverable's going to be about 10-15 pages in terms of the submission and you'll see that there's basic components laid out very, very succinctly under the Enterprise Growth Plan Project Overview that's part of your syllabus.

If you have any questions or any concerns as you go along, please feel free to contact us at any time. Thank you.