

What can MPI do for you?



People. Purpose. Profits.

Research, thought leadership, and
interactive strategies from The MPI Group



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MPI Services:

Content development

Research services

Assessment tools and ROI calculators

Keynotes, workshops, and seminars

Comic strips, blogs, books, and more

Strategic planning

What can MPI do for you?

Attract and retain customers with expert thought leadership

In a time when consumers of information are increasingly skeptical of so-called content marketing — wondering, “Can this information be trusted?” — The MPI Group stands out in providing independent thought leadership that offers value and insight to your customers and prospects.

MPI helps clients establish their firms and executives as thought leaders in their respective markets by creating new knowledge. Our turnkey approach to thought-leadership development produces intriguing campaigns with provocative insights and research backbones — delivered quickly, on time, and for a flat fee.

MPI founders John Brandt and George Taninecz are award-winning journalists who have worked with hundreds of executives and thought leaders around the world, analyzing performance data from thousands of firms in industries ranging from manufacturing to healthcare to retail. MPI’s focus is on understanding how top-performing leaders and companies manage — and what other executives and firms can learn from their examples. We leverage years of management and industry experience and proprietary research to produce compelling analyses and deliverables — in print, in person, and online — that drive results.

Visit MPI-Group.com for more information.

What can MPI do for you?

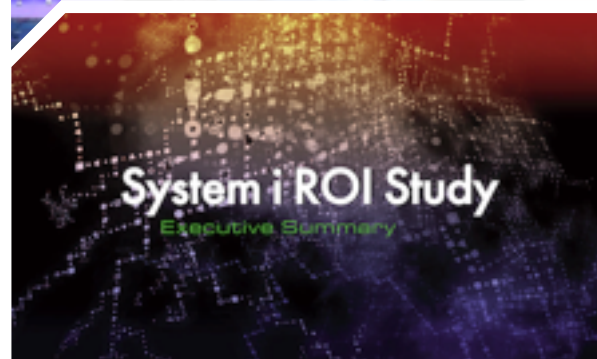
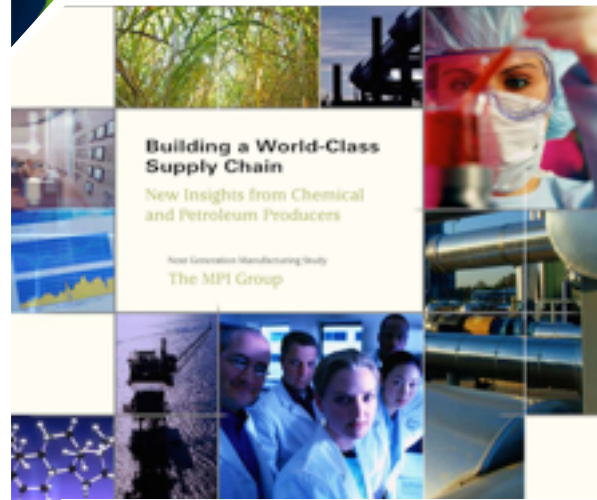
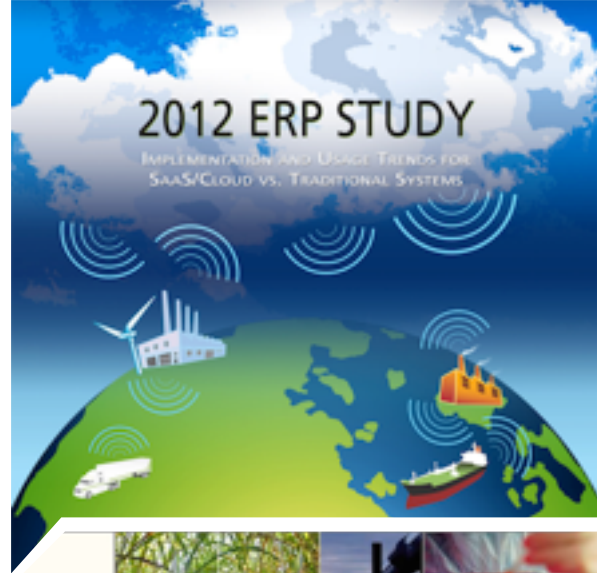
Content development

Executives are pitched, sold, and manipulated all day long by peers, subordinates, vendors, and outsiders. How will you and your message break through?

MPI's team has decades of experience transforming ideas into compelling content that captures attention. We swiftly synthesize volumes of data and ideas, translating research and interviews into action-oriented content, including:

- White papers
- Articles
- Reports
- Case studies
- Books and e-books
- Regional economic development reports

Our team includes award-winning writers, editors, and designers who transform ideas into new knowledge and provocative insights. Doesn't your thought leadership deserve the same professional care?



conducted by The MPI Group

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Visit MPI-Group.com/samples to download thought leadership samples we've created for clients.

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MPI has worked with some of the largest consulting, technology, and economic development firms. Visit MPI-Group.com/clients to see the list.

What can MPI do for you?

Custom research services supported by performance measurements

MPI's extensive research experience helps clients to cost-effectively execute projects that create insight, understanding, and market awareness.

MPI also can leverage its proprietary research — such as the Next Generation Manufacturing Study — to provide national and global contexts for your research.

At a tactical level, MPI brings extensive business and management expertise to all its projects, applying research and knowledge-development standards that many other research firms and agencies lack. MPI develops research methodologies — whether online, by phone, by mail, or in person — that uncover new information and create new insights.

MPI conducts market research, financial and operational benchmark studies, strategic evaluations, economic development analysis, and customer focus groups across a wide range of industries.



Cost-effective, customizable survey tool and ROI calculators that deliver instant assessments

Our clients use customized, brand-specific versions of this tool to help customers, prospects, or association members analyze their business performances — and to evaluate tactics and investments that could improve their bottom lines.

MPI principals and analysts draw on their extensive backgrounds in publishing, marketing, business, and research to develop thought-provoking keynote speeches, workshops, and seminars.

MPI's experts can deliver on-target and memorable keynote speeches on a variety of business topics, or provide turnkey event services (design the program, secure participants, produce all necessary materials, and arrange the perfect setting for your next meeting):

- Facilitated roundtables of CEOs and other senior executives
- Workshops and seminars
- Focus groups
- Customer advisory boards



Visit MPI-Group.com/samples to download samples of our work.



What can MPI do for you?

Comic strips, blogs, books, and more

MPI helps leading corporations, professional services firms, information technology providers, associations, economic development agencies, and publishers engage their customers and prospects with creative knowledge that adds new value — and wins new business.

Visit MPI-Group.com to see samples.

A Publishing Support

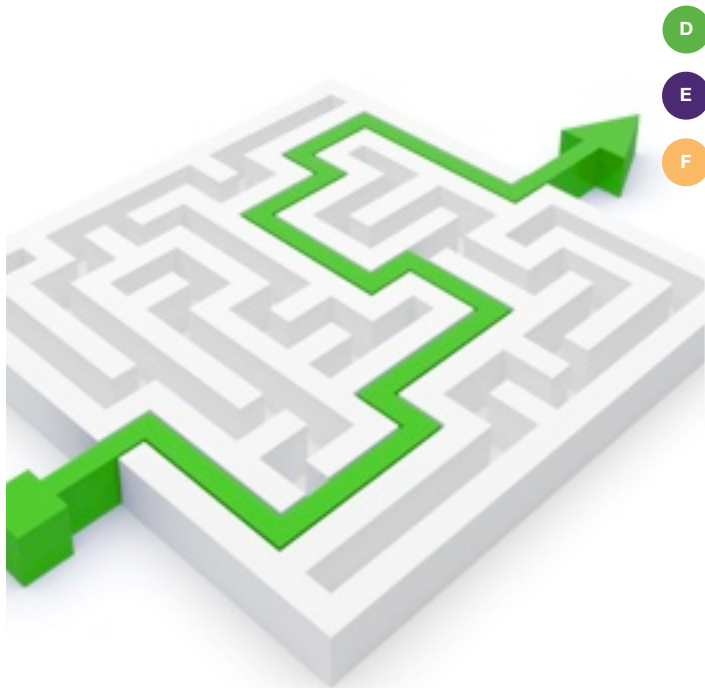
MPI partners have deep experience helping clients to transform research, insights, and improvement methodologies into compelling (and award-winning) business books, novels, and workbooks.

B Supply & Demand Comic Strip

SAP's supply-chain group asked MPI for creative ways to leverage social networks. MPI responded by developing a comic strip — Supply & Demand — that follows the trials and travails of a company with a best-selling product but less-than-stellar supply-chain management.

C Infor Powering System i Blog

MPI provides research and editorial support to Infor and IBM's Powering System i blog, which addresses the needs, concerns, and opportunities of the System i user community.



What can MPI do for you?

Strategic planning

Even the most compelling business intelligence will prove useless without a strategy to turn knowledge into action.

MPI enables leaders to transform research into strategic plans that are clear, concise, and action-oriented. We work one-on-one with CEOs, senior executives, and management teams to facilitate strategic planning sessions that develop pathways to performance and profitability.

Our Strategic Planning approach includes:

D Blind Spot Analysis

A 360-degree review of your organization and stakeholders, designed to identify threats and advance your business. This service helps clients assess stakeholder value gaps or “blind spots” that could prevent the firm from reaching its full economic and leadership potential.

E Advisory Services

Personal, focused support from MPI principals and proprietary assessment and planning tools for developing strategies with a range of stakeholders and functions, including customers, employees, suppliers, and operations.

F Executive Coaching

Individual sessions with growth-oriented executives and managers seeking to maximize their corporate and career potentials.



The MPI Group Leadership

MPI's executive team — augmented by a large network of subject matter experts (SMEs) — brings extensive business, management, and research expertise to all its projects. MPI's founders are:

John R. Brandt, CEO

John has devoted more than two decades to studying leadership in effective, purpose-driven organizations. An expert on how companies can adapt themselves to the realities of new markets, new corporate structures, and new customer expectations, Brandt is an accomplished management innovator and an internationally recognized expert on manufacturing and technology.

George Taninecz, VP of Research

George applies more than 20 years of experience in studying management and strategy to develop research tools that assess performances, gauge best practices, and define roadmaps for success. He also oversees the creation of thought-provoking white papers and reports that clearly outline research findings, industry trends, and areas of opportunity.



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