

Discover 10 Characteristics of a Grow Getter

Become a high-growth manufacturer



High-growth companies are powered by people who understand what it takes to get set for growth—individuals with the vision and drive to take their business to the next level. We call these people the Grow Getters.

Grow Getters know what growth looks like for their business and how to achieve it. They invest where it counts and have an integrated enterprise resource planning (ERP) system that gives them the essential visibility and agility needed to act for growth.

Discover the 10 characteristics that set the Grow Getters apart from their competitors...



Executive Summary

The 10 Grow Getter Characteristics

These characteristics come directly from research commissioned by Epicor and conducted by MORAR Consulting in 2016. Insights are based on interviews conducted with more than 2,450 individuals in a variety of industries. This article (and the demographics below) focuses on the manufacturers we spoke to in our survey.

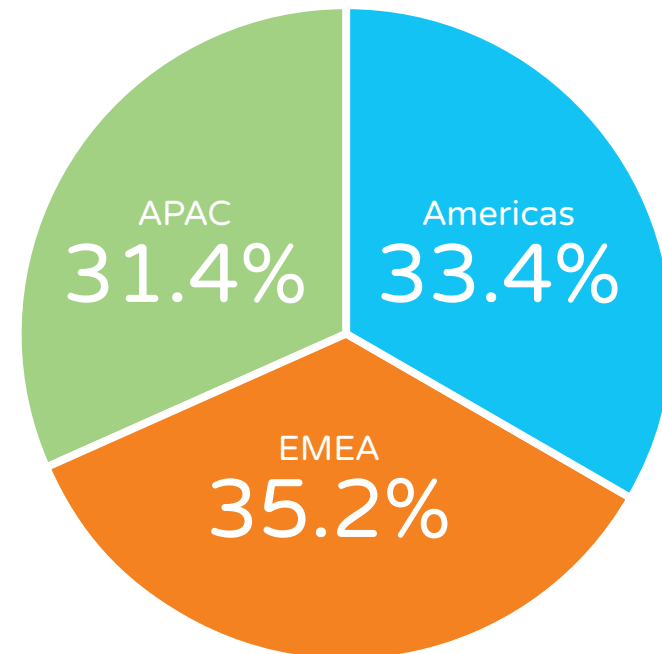
Manufacturers by size:

1-499 employees
37.5% 

500-999 employees
23.1% 

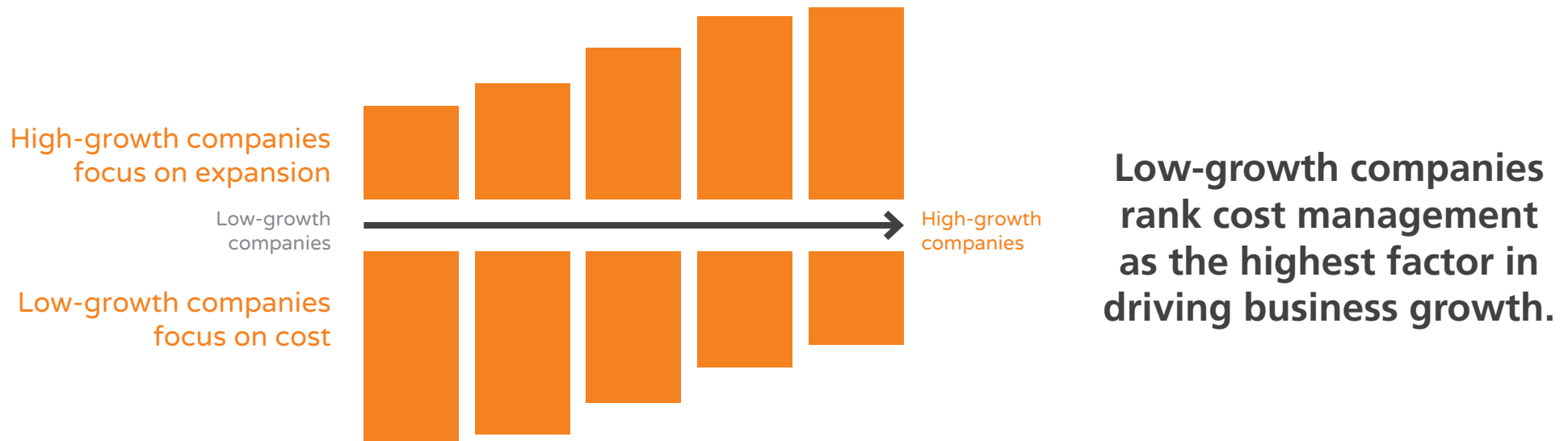
1000+ employees
39.4% 

Total manufacturers by region:



1. Grow Getters Focus Outside the Business

Companies focused on growth are **2 times more likely** to look for external opportunities to grow their business, compared to low-growth companies.



Most manufacturers (33%) focus on the management of internal operations such as cost control over expansion (20%). High-growth manufacturers reverse the trend and focus on external opportunities first.

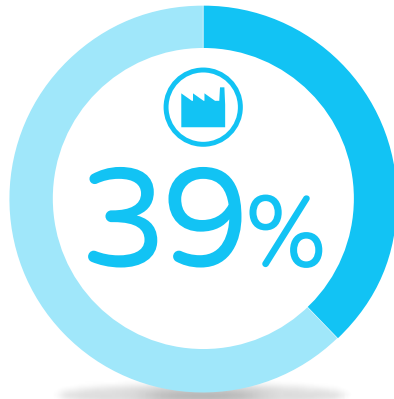
2. Grow Getters Strategically Plan

High-growth companies are **2 times more likely** than low-growth companies to see strategic planning for growth as important.



Only 1/3 of manufacturers consider strategic planning critical to business growth. In order to support corporate growth objectives, there must be solutions in place that enable integrated business planning. Are you building the right foundations for growth?

3. Grow Getters Don't Stress It

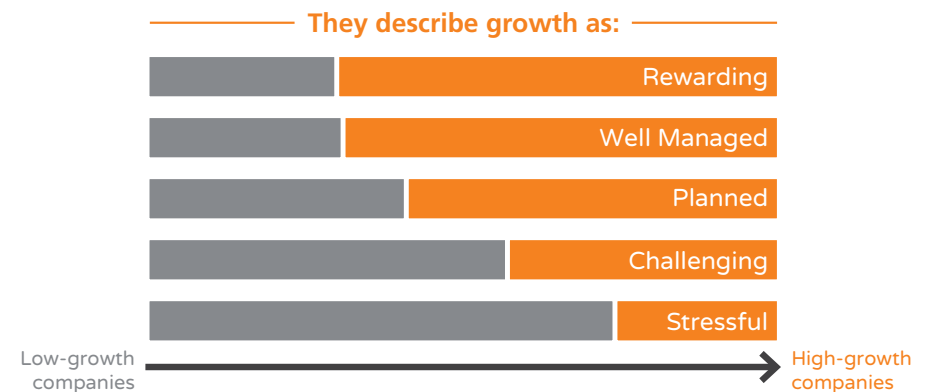


of manufacturers say they find growth challenging

Low-growth companies are **twice as likely** to find growth stressful rather than rewarding, which could be due to a lack of planning.

Grow Getters have a different perspective...

High-growth companies are **3 times more likely** to find growth rewarding, rather than stressful.



Business growth produces change. High-growth companies embrace it with a proactive, well-prepared strategy. Low-growth companies operate reactively, so growth can often seem challenging or stressful. Is growth happening to you or because of you?

4. Grow Getters Are Optimistic



95%

of high-growth
companies...

vs.



38%

of low-growth
companies...

...are optimistic about the coming year.

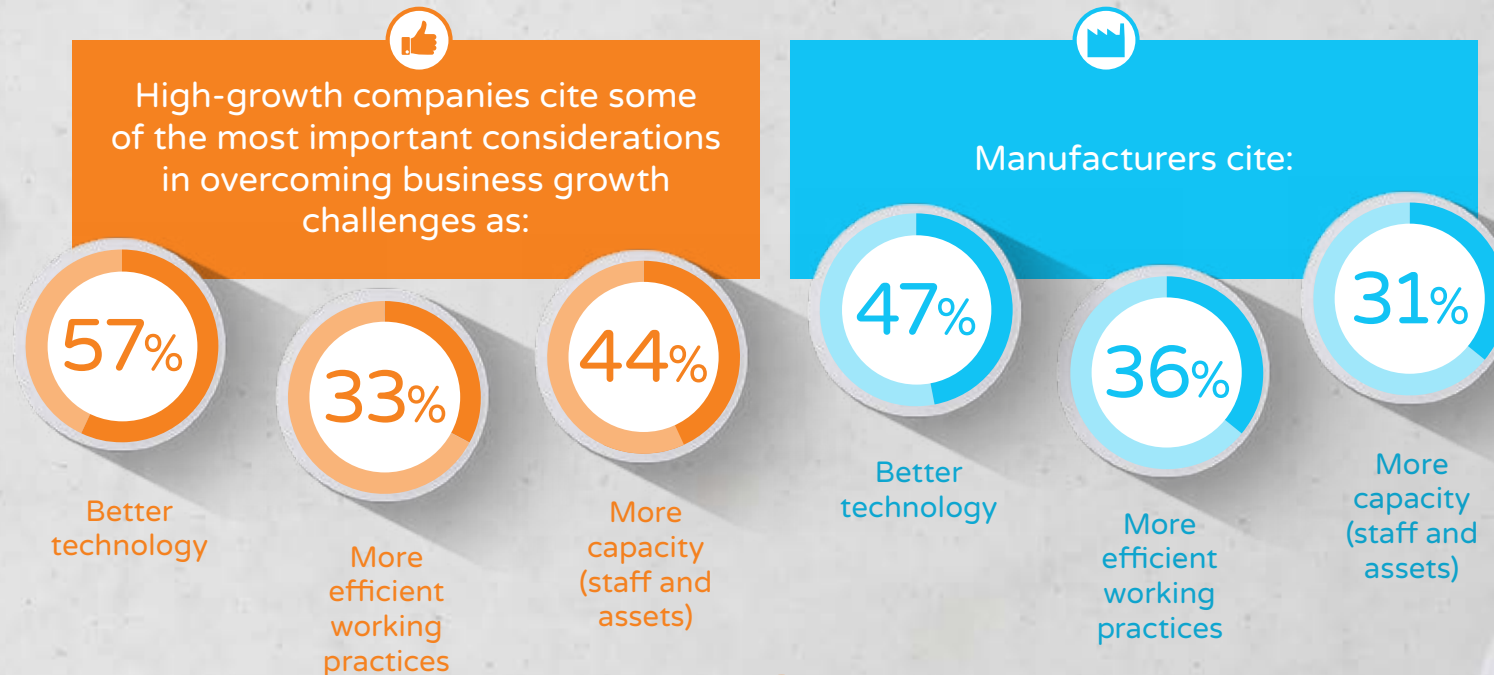


Does growth result in optimism? Or does a Grow Getter's optimism help to achieve growth? Regardless, you're more likely to feel positive about the year ahead when you have a strong plan in place for growth, based on insight and analysis.



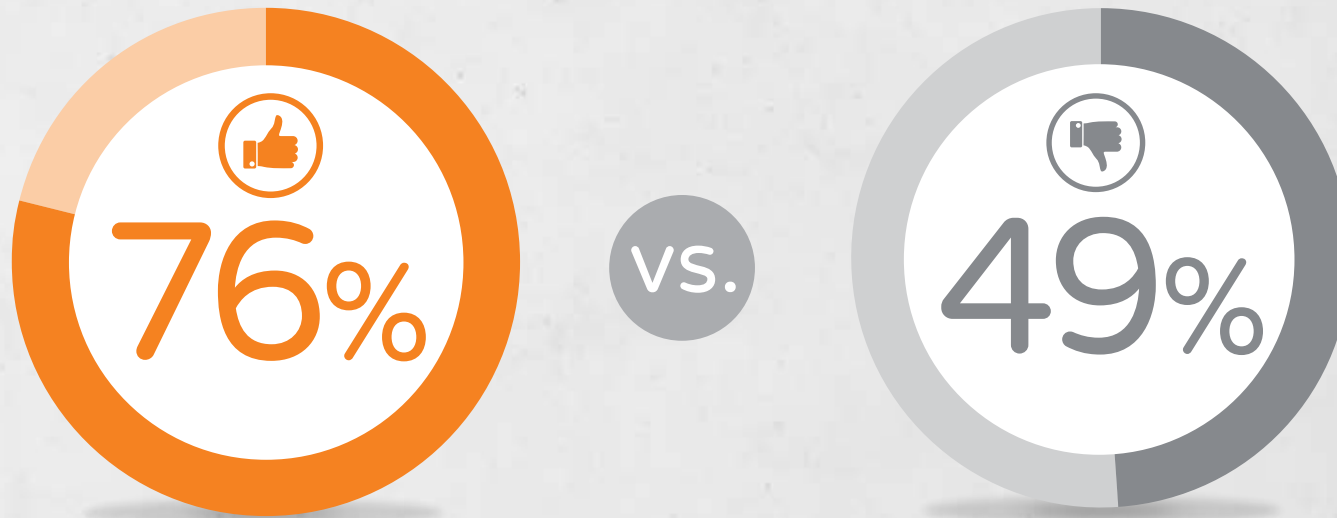
5. Grow Getters Believe in Their Capabilities

86% of high-growth companies feel well placed to respond to growth opportunities, compared to just **43%** of low-growth companies



To become a high-growth business, manufacturers need to invest in technologies and efficient working practices that enable, connect, and empower their workforce. An integrated enterprise resource planning solution is now essential for business growth. Are you equipped to act for growth?

6. Grow Getters Embrace Change



of high-growth companies...

of low-growth companies...

...prefer constant innovation over business stability.

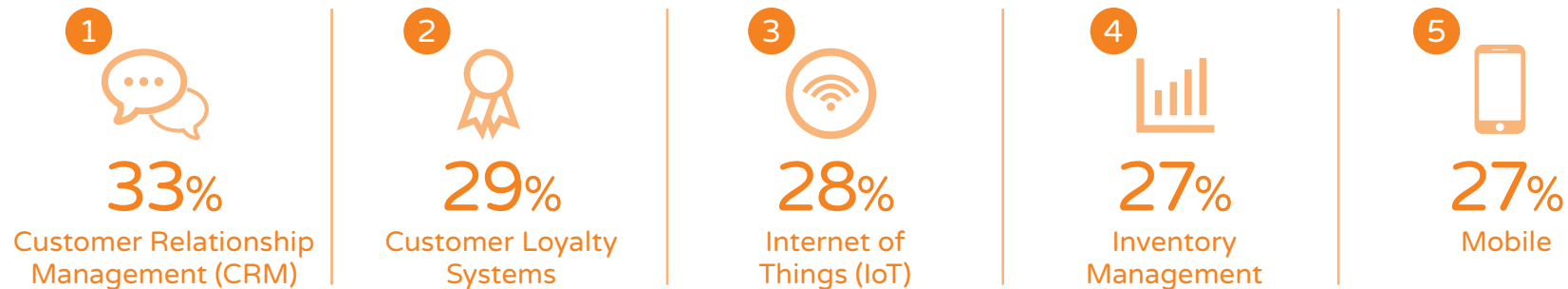


High-growth companies learn to embrace change. They should invest in ERP solutions that give them the visibility and agility they need to quickly respond to changing market demands and stay ahead of the competition. Growth changes businesses forever. Can you be a Grow Getter if you prefer the status quo?

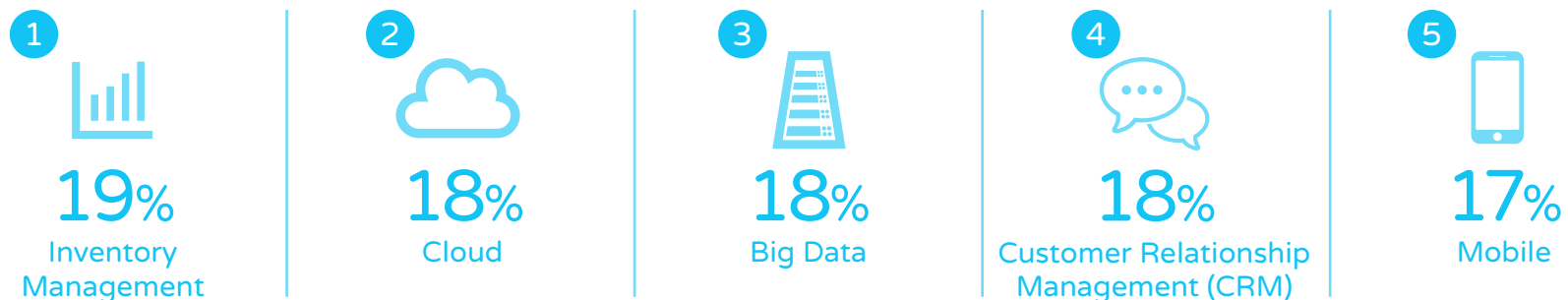


7. Grow Getters Invest Where It Counts

The top 5 investment priorities for high-growth companies in 2017 are:

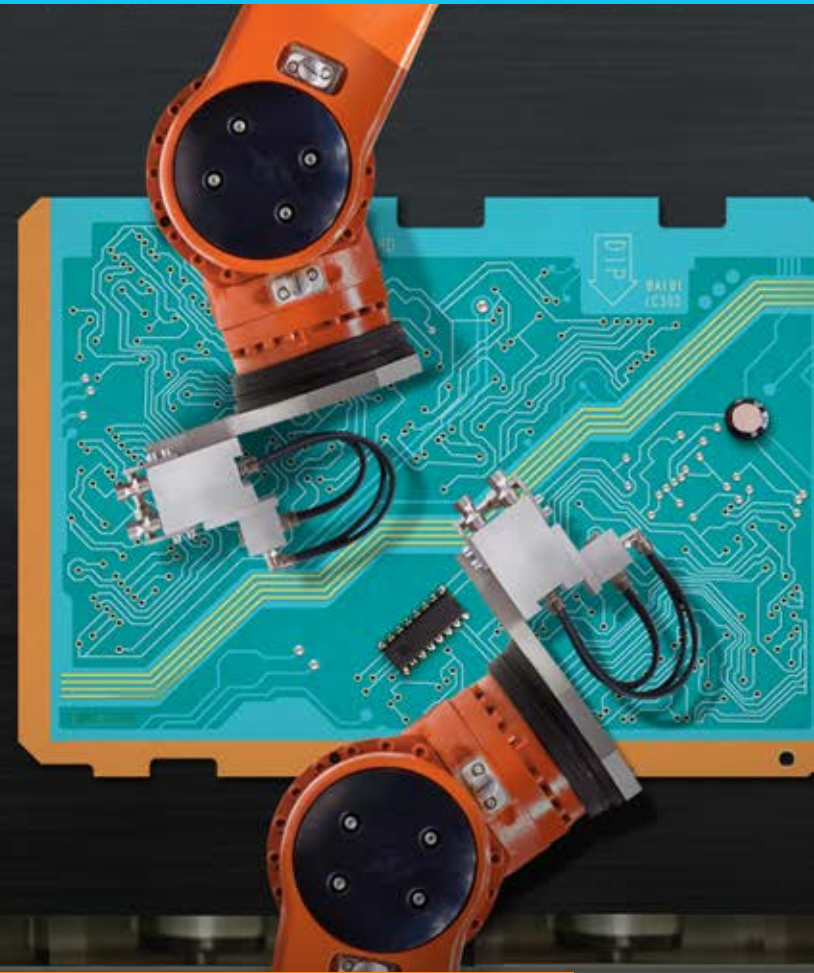
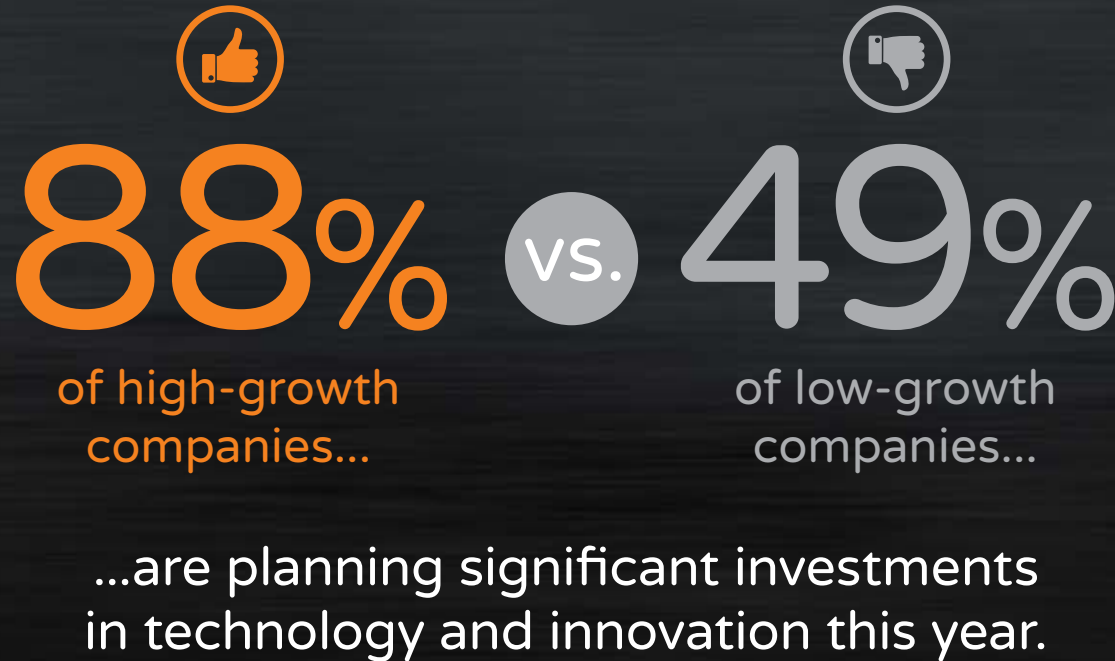


Manufacturers plan on investing in:



To become a high-growth business, manufacturers should continue to focus on technologies that provide agility and operational efficiencies, but also invest in solutions that can help them better understand their customer and deliver a better service experience. Do you have a strategy to improve the customer experience?

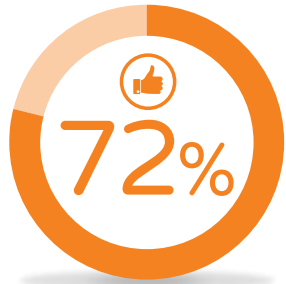
8. Grow Getters Invest in New Technology and Innovation



Only 46% of manufacturers are planning technology or innovation investments in 2017. High-growth companies understand that investing in technology that enables innovation is essential in order to grow the top line. Are you missing an opportunity?

9. Grow Getters Demand Quick Returns From IT Spend

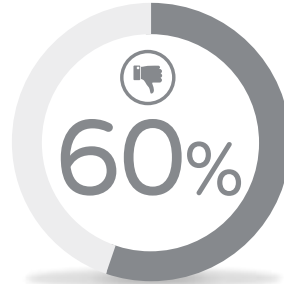
Grow Getters don't just invest where it counts, **they demand fast returns.**



of high-growth companies expect returns within a year



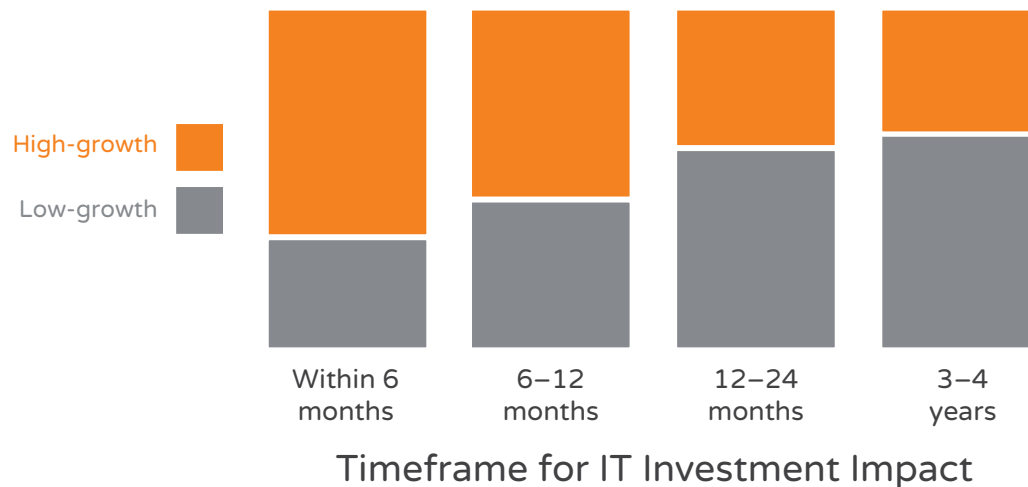
of high-growth companies expect returns within 6 months



of low-growth companies believe returns will take longer than a year




Half of manufacturers (50%) expect to see returns within a year and only 13% within 6 months. Should you be asking more of your investment?



10. Grow Getters Focus on the Customer

In today's dynamic environment, a seamless and connected customer experience should be a key consideration in any growth strategy.




80%
of high-growth
companies...

vs.


61%
of low-growth
companies...

...cite changes in customer needs in the digital space as having critical impact on their ability to achieve business growth in the next year.



2/3 of manufacturers (69%) highlighted adapting to evolving customer needs as critical for business growth. Customer expectations are changing and your business needs to become customer-centric. Are you in the 1/3 that won't adapt?

Become a Grow Getter

Strategic planning, a focus on external opportunities, a customer-centric outlook, and the ability to deal with constant change are four key traits of high-growth companies. All of these can be achieved with Epicor ERP. We have a suite of manufacturing-specific solutions and an industry-leading service team to help you grow your business.

Think you have what it takes to be a Grow Getter?

Get your business set for growth at:
epicor.com/mena/erp

Source: Epicor—Global Growth Survey 2016 Results

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