



Positioning for Challenging Times

Michele Nichols, President
Launch Team Inc.





Today We'll Cover:

1. Market Landscape
 - Flattening Growth
 - Workforce Shortages
 - Automation
 - Shifting demand & customer expectations
2. Positioning: You & Your Company
3. Demands on the leader
4. Establishing a resilient culture & brand





Launch Team Inc.

Organizational Change

Vision
Messaging & Branding
Positioning
Internal & External
Communications
Culture change

Transformation AI/Automation

Gap Analysis
Automation & AI
Digital Marketing
Tech Rollout & Adoption
KPIs, Dashboards

Program Launch & Market Entry

Strategy & Execution
Market Research
Customer Journeys
Employee Engagement
Cross-functional
Alignment

**40 years in advanced
manufacturing ♦
Helping companies
grow & change**



Change is a Constant

76%

of manufacturing
companies implementing
automation

35%

More unfilled
manufacturing jobs than
skilled workers

1.1%

US GDP Growth 2025—
dropping contribution
from Mfg in 2024

2nd

Wave supply chain
shortages – shipping,
chips, materials





What's Driving Change?





Opportunities & Challenges

Opportunities

Efficiency/Productivity

New Markets/Applications

Account Growth

Quality Improvement/Yield

Scalability

Data-driven Decisions

Challenges

Workforce Skill Gap

Access to/Cost of Capital

Digital Transformation & Integration

Misalignment & Disengagement

Technical/Mid-level Skills

Employee Resistance

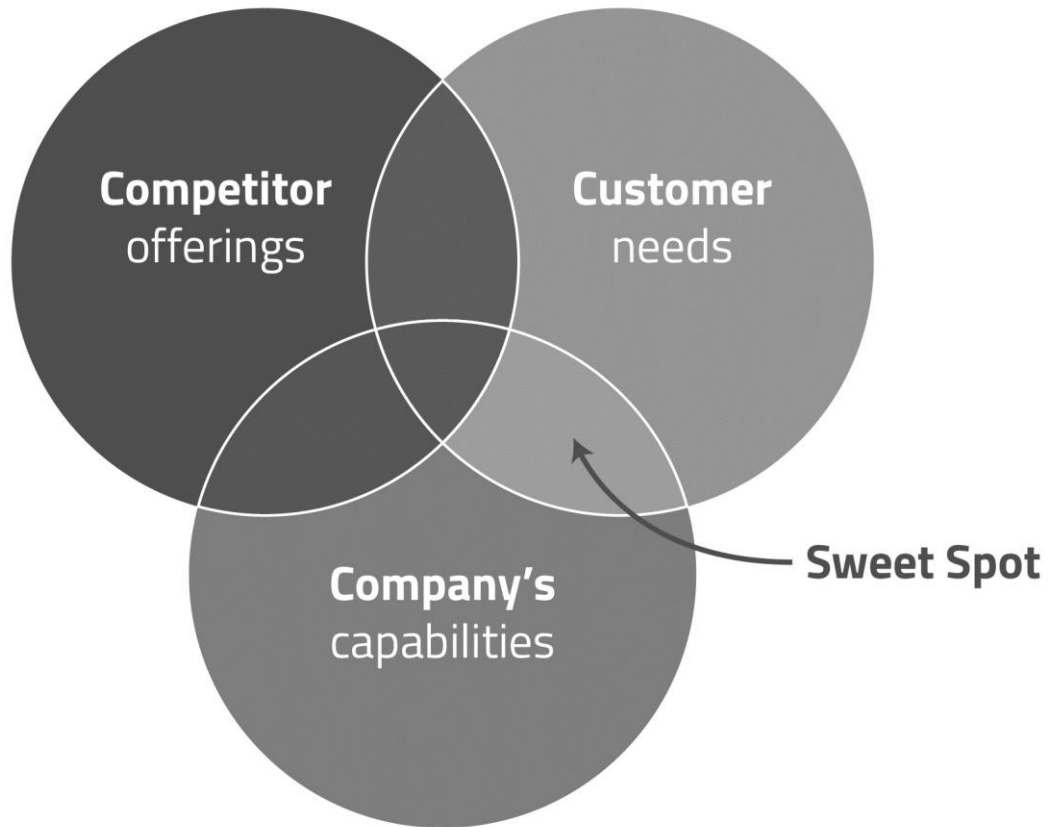
Positioning in Action



Embracing Change & Positioning for Competitive Advantage



Improving Your Competitive Position: What's in it for...



Employees:

What problem are you are solving?
Why do they choose you?
What will they notice before they are hired?
How will they benefit?

Customers:

What problem are you are solving?
Why do they choose you?
What will they notice before they sign?
How will they benefit?



Why?



Unique value proposition—the right offer to the right audience

Demands a Premium—35% margin improvement in 1 year

Increases Revenue—Doubled revenue with one new market entry

Gain Market Share—Stand out from the competition

Your Role in Driving Change

- Set the vision
 - External & internal
 - Stake in the ground
 - Ways of work
- Strong executive sponsor
- Vision & Storytelling: real, tangible, specific
- Set the tone: Agile mindset
- Set the scorecard: Data-driven decisions & KPIs
- Lead with empathy: Figure out your channels for listening



Strategic Planning & Company Positioning

Start with market & customer discovery. Create alignment around promise to the customer.

Measure what matters

Define your KPIs & set a visible scorecard

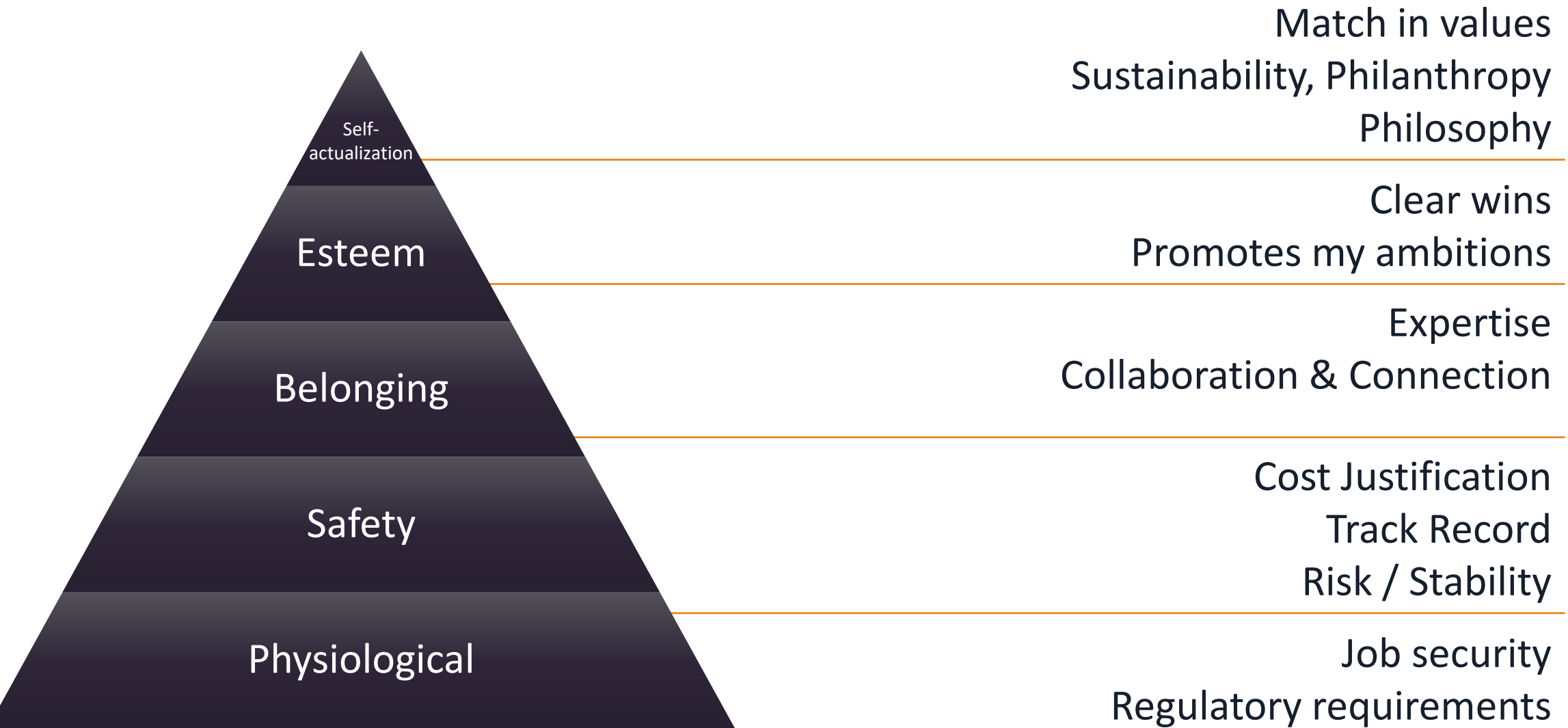
Define clear accountability

Roles and owners for processes & technology; new pilot programs

Listening to the Customer & Employee



Meeting Your Customer & Employee Needs





Positioning & Branding



Your brand is far more than your logo and color. Sophisticated customers demand:

- Authenticity
- Specificity
- Transparency
- Seamless experience
- Positioning is your stake in the ground—what you promise to whom. It's the right story to the right audience.



Change is Constant: Are You Positioned for Success?

People

Empathy
Feedback Channels
Communication rhythm
Key Messages

Process

Agile Mindset
Sprints
Gates
Milestones

Technology

Digital Foundation
Dashboard/scorecard
KPIs
AI/Automation

Request slides or schedule a consult

We can help to:

- Position your company for growth
- Enter new markets or launch new capabilities
- Improve your marketing effectiveness
- Help you lead growth and change

