

**Phyllis Ezop**

# Winning Moves<sup>®</sup>

**Strategic Choices for Successful Business Growth**

What do  
Business Week,  
Investor's Business Daily  
and Harvard Management  
Update all have in  
common?

## **A Thought Provoking Speaker for Your Leadership Conference or Event**

Businesses strive for growth. Innovation is often viewed as the key to growth. And, marketing is expected to drive growth. Yet, precious time and money are lost on growth derailing detours. Audiences with growth agendas will want to hear market analyst, researcher and strategic advisor Phyllis Ezop's perspective on the latest trends, fads, and pitfalls that leaders encounter along the road to profitable business development.

Dissecting growth from a historical context, Phyllis Ezop's 20 plus years of research unveils powerful patterns that pave the way toward accelerated growth. She finds that companies grow by making "Winning Moves", which often defy conventional wisdom and challenge outdated assumptions.

Your audience will understand why most innovation actually stifles growth, and why the entire process of choosing target markets must be revamped. Your group will discover how to become highly selective in the innovation and change they pursue. And, they will find out how to transform internal data into a powerful competitive resource. Ezop's presentations provide fresh thinking and provocative insights for making the right strategic choices to grow successfully. And, profitably.

Ezop blends real world Fortune 500 experience with her decades long study of business success and failure. Frequently interviewed by the media, she was quoted in prestigious publications such as *The New York Times*, *Harvard Management Update* and *Investor's Business Daily*.

Phyllis Ezop's unique interpretations and behind-the-scenes perspective debunk common myths that derail the best intentions. Her insights will prepare your audience to take intelligent risks. Whether you aspire to grow, or you're already growing and want to be more effective, Ezop's Winning Moves™ Programs empower your group to take business growth to new heights.

### **Popular Programs**

Winning Moves: Strategic Choices for Successful Growth

Winning Moves for Innovation and Change

Winning Moves for Marketing's Changing Role

Transform Market Research and Information into Winning Moves

Winning Moves for Corporate Entrepreneurship



Contact

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for Availability and Fees

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[www.ezopandassociates.com](http://www.ezopandassociates.com)

Answer: All of these prominent publications have published Phyllis's views based upon her research into the hidden patterns that drive business growth.

## Background and Qualifications

Ezop is a respected researcher and strategic advisor who blends real world experience with her 20+ year study of business success and failure. She held executive positions in various Fortune 500 firms and major corporations: First Federal Savings of Chicago, Allied Van Lines, Quaker Oats, United States Gypsum (USG), and the Western Electric unit of AT&T. She progressed through a variety of market research, analysis and planning positions to Director of Marketing Support. Ezop taught university courses in new products, market research, and consumer behavior. Among the many groups she has addressed as a speaker are the University of Chicago Graduate School of Business alumni, MIT Enterprise Forum, and students at Northwestern University's J.L. Kellogg Graduate School of Management.

Frequently interviewed by the media, Ezop was quoted in *The New York Times*, in *Investor's Business Daily*, in *Harvard Management Update*, and in various major metropolitan area newspapers and her views have been published in *Business Week* several times. Ezop's quotes and comments have been translated into foreign languages and published internationally.

Her B.S. from the University of Illinois is in mathematics. She holds an MBA from the University of Chicago.

## WHAT OTHERS ARE SAYING

***"The question for marketing research is no longer whether to change; the question is how fast research can change"... "Only recently have researchers begun to suggest the use of behavioral data in conjunction with traditional survey research. For example, it was only a year ago in ... issue of Marketing Research that Phyllis Ezop advocated combining information contained in a database with survey research results."***

— Don E. Schultz

Northwestern University professor known as the world's foremost expert on integrated marketing and branding, in his *Marketing Research Magazine* article calling for change to greater use of behavioral data

***"Phyllis's presentation was informative, insightful and impactful. We are always interested in hearing what she has to say next."***

— Bill Wentz

Program Coordinator, University of Chicago Graduate School of Business Alumni Entrepreneur Roundtable

***"Phyllis guest lectured in my evening MBA class. She brought real world applications to the classroom and thoroughly engaged my students by effectively linking marketing theory with practice. Many of my students stated that they could apply the tools and ideas that Phyllis shared in their current positions. We definitely would invite her back."***

— Joni Jackson

Lecturer, Part-Time MBA Program, Liautaud Graduate School of Business, University of Illinois at Chicago

## WINNING MOVES®

### POPULAR PROGRAMS

- **Winning Moves: Strategic Choices for Successful Growth**  
Have you ever wondered why some companies grow and others do not? This talk is an overview of findings from our 20+ year study of business histories to identify success and failure patterns for growth initiatives.
- **Winning Moves for Innovation and Change**  
Successful innovation and change results from taking calculated risks. But, many innovations actually stifle growth. Resist destructive, cavalier risk taking and selectively choose the right changes for success.
- **Winning Moves for Marketing's Changing Role**  
Surprising insights into when and why traditional marketing fails show it's more than just commercial zapping, too much new media, and skepticism toward ads. The entire process of selecting target markets and identifying market needs warrants rethinking.
- **Transform Market Research and Information into Winning Moves**  
Don't just collect information. Develop convincing evidence. Go beyond traditional research with our entirely new framework that explains what to do and why it works. Your approach and how you interpret your data can determine if you thrive or struggle.
- **Winning Moves for Corporate Entrepreneurship**  
Apply the patterns of successful growth to your corporate new ventures. Find out what huge organizations can learn from the most successful entrepreneurial firms. Avoid mistakes typical of large organizations, and improve your track record of success.

TO SCHEDULE A SPEAKING ENGAGEMENT  
OR FOR MORE INFORMATION CONTACT:

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