
**We help B2B innovators accelerate growth
by converting market insights into practical action plans that deliver results.**

Services: Analysis, strategic marketing, and new business development for every stage of your growth.

Growth Areas: New Business Models/Markets/Offers | Process Improvement | Demand Creation

How We Work: workshops, custom projects, fractional resource, coaching & advice

Typical Outcomes Include:

- Improved project hit rates
- New business
- Deeper customer engagement
- A repeatable process and enhanced capability from front-end-of-innovation to revenue capture
- Higher revenue
- Increased share
- Increased ROI
- Stronger pipeline
- Improved internal alignment
- Increased profitability

Our Process:



Common Questions We Help Answer:

- Why will customers buy your offer?
- What is your competitive advantage & how can it be strengthened?
- What is your value proposition and how will it be effectively communicated?
- How will you engage your customers to retain business & generate referrals?
- How will you improve commercial processes to improve profitability?

Example Deliverables:

- Voice of Customer Analysis
- Market Assessments
- Strategy & Playbooks
- Market Insights Reports
- Innovation Process
- Profitable Business Model

Ready to Scale? Contact us to accelerate your growth.

THE LAWRENCE INNOVATION DIFFERENCE

Our clients learn how to stay in touch with customers through deep dialogue, develop and communicate unique value proposition and nail a profitable business model with proven revenue streams.

We provide high caliber organic growth expertise at a variable cost. As an independent growth partner, we operate with strategic alliances for zero overhead. This means you get real business growth talent and the tools of a large firm at significantly lower costs with greater flexibility versus hiring full time staff.



KELLY LAWRENCE - FOUNDER & CEO

Kelly Lawrence is a recognized B2B growth expert. For more than two decades, Kelly has helped numerous organizations around the world – large and small - accelerate results including Berkshire Hathaway’s Lubrizol, Fortune Brands’ Moen, privately held small businesses and start-ups.

When you choose to work with Kelly, you gain a partner who cares about growing your business just as much as you do. Driven by the voice of the customer, Kelly converts insights into practical, action plans that yield higher revenues, higher margins and increased ROI for her clients and their downstream customers. She strives to build win-win value chain partnerships and connections that generate demand.

Kelly earned an MBA from Cleveland State University and an undergraduate degree in management from Case Western Reserve University. She is an AIM Institute certified coach, serves Cleveland SCORE as a subject matter expert, and is an associate consultant with Smithers Pira.

ORGANIC GROWTH EXPERTISE

From initial market assessment through demand creation, Kelly can help you analyze your unique situation and develop practical action plans to accelerate organic growth. Kelly also helps teams build stronger competency in front-end-of innovation processes for higher hit rates.

INDUSTRIES SERVED

Kelly helps companies identify and capture new growth opportunities. She has significant experience in industrial B2B markets: digital printing, packaging, textiles, specialty chemicals, coatings, building products, equipment manufacturing and C-level education.

MAKING IT MATTER

Passionate about making the world a better place, Kelly lives and plays in Greater Cleveland, Ohio with her husband and two daughters - her why. She is an avid learner who enjoys outdoor activities, baking and active volunteering in youth development programs.