

Strategy Competition Challenges Students To Save Failing Business

Written by Australian Business

WASHINGTON, Sept. 10, 2013 /PRNewswire/ -- Game changing business strategy doesn't always originate from the C-suite.

[The Growth Strategy](#)

[Company](#)'s first annual Growth Strategy Student Competition looks to underscore this point by challenging students to determine how an iconic manufacturing company could have prevented decline and failure and achieved sustainable business growth.

The competition, open to all undergraduate and graduate university students with a valid school ID, will accept entries from September 25 to October 20, 2013. The grand prize winner will be awarded \$1,000 with second and third place receiving \$750 and \$500 respectively.

"The demand for growth strategy by corporations will increase substantially in the future. This competition gives students an opportunity to get in front of that curve by practicing with a real world case," said Wayne Simmons, CEO of The Growth Strategy Company and successful serial entrepreneur.

"It's an outlet for ideas that are disruptive and creative, yet grounded in the real world and the discipline of growth strategy," said Keary Crawford, COO of The Growth Strategy Company.

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The competition's business of study is Globe Dye Works, a Philadelphia based manufacturer of chemical dyes that closed its doors in 2005 after 140 years of operations. On

September 25

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at

1:00 pm EDT

, The Growth Strategy Company will stream the online premier of *Growth Is Human*

, an award winning short film chronicling the factory's story.

The webinar will also provide an introduction to the discipline of growth strategy and step-by-step instructions on how to use the Growth Strategy Grid, a framework that delineates the six perspectives of growth strategy.

To learn more about the competition and webinar visit www.growthstrategy.com/competition .

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Spread the Word! Suggested Tweet

- RT If you know a #business minded student. @GotGrowth Growth Strategy Student Competition will award \$1,000. <http://bit.ly/1a14t50>

About The Growth Strategy Company The Growth Strategy Company equips companies to achieve sustainable growth through an integrated portfolio of cloud-based software, research-based content and related professional services. Headquartered in Washington, D.C.

, the company provides solutions to help corporate strategy, marketing and innovation practitioners and executives reaccelerate growth or take preemptive action to sustain growth – the key to enterprise value creation. For more information please visit our website at www.growthstrategy.com

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