

FACTSHEET

IT'S ABOUT GROWTH. Jump helps companies create new businesses and reinvent existing ones. By defining a clear strategy for growth, we help committed leaders unleash the talent of their organizations. Over the years, we've had the opportunity to work with some amazing folks, companies like GE, Samsung, Target, and FedEx. Together, we've defined profitable new growth platforms and built the systems, processes, and metrics to make significant change a reality. And we've occasionally changed the world in the process.

WE SOLVE HIGHLY AMBIGUOUS PROBLEMS

"Competitors and trends are threatening to make us obsolete."

"We are a market leader in a category that is flat or declining."

"We've identified a white space that we don't know how to crack."

"We're in two businesses and we need a third."

"We are struggling to make innovation a core competency."

"The future is uncertain but we need growth opportunities at least 5 years out."

"We have an amazing technology but don't know how to make money with it."

"We have a business that we need to double in size."

"We have a great core business, but it hasn't grown in years."

A HYBRID APPROACH TO STRATEGY

Tackling issues of tremendous ambiguity has required us to create a very different kind of consulting firm. We have consciously cultivated a hybrid approach, creating new methods and new intellectual property at the intersection of culture, design, and business. Hybridity allows us to see across silos, see around barriers, and see new opportunities that others might miss.



OUR CLIENTS

3M

FedEx

General Electric

General Mills

Harley-Davidson

HP

Kellogg Foundation

Mars

Mercedes-Benz

NBC

Nike

Novartis

P&G

Pepsi

Safeway

Samsung

San Diego Zoo

Sony

Stanford Med Center

Target

Virgin

Welch-Allyn

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