



Manufacturing must continue to transform in order to remain competitive. Leadership, strategies, and support systems must change as well to help organizations become world-class manufacturers. The *2011 Next Generation Manufacturing Study* provides a framework for understanding Next Generation Manufacturing (NGM) by identifying competitive performances and corporate best practices for achieving world-class status in the 21<sup>st</sup> century.

Manufacturers can participate in the **Next Generation Manufacturing Study** and measure their readiness, support systems and resources, and performances in six key strategic areas necessary for world-class manufacturing and future success:

- **Customer-Focused Innovation** — Develop, make, and market new products and services that meet customers' needs at a pace faster than the competition.
- **Superior Processes/Improvement Focus** — Record annual productivity and quality gains that exceed the competition through a companywide commitment to continuous improvement.
- **Human-Capital Management** — Secure a competitive performance advantage by having superior systems in place to recruit, hire, develop, and retain talent.
- **Supply-Chain Management and Collaboration** — Develop and manage supply chains and partnerships that provide flexibility, response time, and delivery performance that exceeds the competition.
- **Sustainability** — Design and implement waste and energy-use reductions at a level that provides superior cost performance and recognizable customer value.
- **Global Engagement** — Secure business advantages by having people, partnerships, and systems in place capable of engaging global markets and talents better than the competition.

Study participants will receive a comprehensive **Next Generation Performance Report** showing how their organization compares to other manufacturers (all participants as well as groups of manufacturers similar to their organization) in the key strategic areas. This Report will be invaluable in helping companies manage their operations for Next Generation Manufacturing success.

Study results will also help state and federal public officials and legislators develop and implement policies and programs to support successful Next Generation Manufacturing in our state and nation in the coming years.

The national sponsor of the Study is the American Small Manufacturers Coalition (ASMC), an organization composed of all of the Manufacturing Extension Partnership (MEP) Centers in America. MPI Group, an internationally recognized research firm that specializes in manufacturing issues, is conducting the Study and compiling the Reports.

Completing the Study will take 20-25 minutes (additional time may be needed to gather information that is not readily available). Participation is free and respondents are not required to share financial information. For more information, please visit:

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