Experience > Matched Project > Learner

Jill Hewlett Inc. Growth Strategy Brief – Team 48

Jindo Kim | Team 48

Active   Activated on January 23, 2026

.Labs ≡   2

administrator!

Welcome to your project space! To begin, make sure you:

- Understand the project scope, goals, and timeline. Review all tabs below to ensure you're familiar with the details of your project.
- Complete onboarding tasks such as agreements, surveys, and payment setup (if applicable).
- Click 'Start Project' below to notify the company you're beginning. This will also start a direct conversation with the employer.
- Connect with the company to align on expectations, meetings, and deliverables.

⚠ **Sign agreements.** All participants must sign agreements before project can be started. View agreements.

≡ Progress   🔗 Resources   🗂 Project   💿 Invoices   🖋 Agreements   ⚙ Settings

COMPANY

🏢   Jill Hewlett Inc.

CONTACT

.Labs   **RiipenLabs Employer Admin**
Employer

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🎓

LEARNER

📍 Anywhere

📶 Any level

💳

PAYMENT

$ C$300.00 Portal pays 100%   i

📄 Full amount paid at final submission

🔒 4 Conditions for payment View

Project scope

CATEGORIES

Communications   Competitive analysis   Market expansion   Market research   Operations

SKILLS

No skills listed

DETAILS

Company Overview: Context and Growth Tensions

The information to students is meant to provide shared context, not a complete picture.

Company Name Jill Hewlett Inc.
Company Website www.jillhewlett.com
Geographies of business North America (in person), globally (online)
Company Mission Statement
To provide clients and customers with the awareness, education, and strategies, to optimize brain health and cognitive functioning, to improve their personal and professional lives.
*Including strategies and practices to support: building resilience, stress reduction, mindset training, improving communication & executive functions, cultivating confidence, creativity, decision making and problem-solving skills, as well as elevating energy, supporting mental health & increasing wellness
Current Company Size (employees) 1
Profile of an example current customer
Delivering keynotes and training sessions

(in person & online) for:

- Corporate Sector – all industries
- Education Sector – school boards, admin staff, public/private school teachers & post-secondary
- Health & Wellness Sector – fitness professionals, community groups, active aging demographic, PSWs, health practitioners, coaches etc.

Average contract value (for a typical customer)
Individual – $100 – $600
Organization – $2500 – $7500

What would successful growth look like?
Expand Brain Fitness awareness in the corporate, education, active aging & personal growth sectors.

- Grow social media & newsletter contacts/followers
- Acquire more conference and in-house organization Keynote & Training session bookings
- Increase online course and product sales (Brain Fitness cards & books)

DELIVERABLES

How Does Labs Work?

Step 1: Teams review the company brief and select one priority growth area.

Your team's first task is to review the company brief and decide what the company should focus on right now. A simple way to think about it is to ask:
"Where should this company put its time, energy, and resources next to grow and why?"

Growth Areas:

The following are examples of the kinds of questions your team might consider to guide your decision:

- ***Should the company focus on customers?*** *Example: Attract new target customers or encourage current ones to return more often.*
- ***Should the company improve the product or service?*** *Example: Add features, improve design or packaging, or make the service more convenient for customers.*
- ***Should the company clarify its brand or messaging?*** *Example: Update the tagline, website, or marketing materials to clearly communicate the company's value and purpose.*
- ***Should the company expand into a new market?*** *Example: Open a new location, enter a new region, offer a new product or service, or partner with another organization.*

Teams are expected to:

- Brainstorm and share initial ideas and preferences.
- Discuss multiple directions but agree on **one** growth focus.

Step 2: Teams assign roles and conduct a SWOT analysis for the selected area.

Once the team agrees on a growth question, use a SWOT framework to dive deeper into the company and factors that may affect its ability to grow in that area.

SWOT stands for:

- **Strengths:** what the company does well
- **Weaknesses:** where the company struggles or lacks clarity
- **Opportunities:** where the company could expand or improve
- **Threats:** risks, competition, or other challenges

Each team member will pick a role and contribute to the team's growth strategy.

- All roles focus on the **same growth question** or area.
- Each **role produces one clear contribution** that is included in the final deliverable.
- The **team decides together** how to organize findings and recommendations

This keeps the work clear, balanced, and manageable for all team members.

Roles:

Project Lead:

- This role helps answer: *What decisions did we make, and why?*
- **Sample Contribution:** Owns the Decision Log, clearly capturing ideas, tradeoffs, and how the team's thinking evolved.

Research Lead:

- This role helps answer: *What do we need to know about the market, customers, or context to make a good decision?*
- **Sample Contribution:** A short summary of relevant facts, examples, or data points (with sources) that inform the team's thinking.

Strategy Lead:

- This role helps answer: *Given everything we know and have discussed, which growth area is best and why?*
- **Sample Contribution**: A clear recommendation with a brief explanation of why this direction makes the most sense.

Operations/Technical Lead:

- This role helps answer: *Can growth in this area, given current conditions, be realistically achieved, and what might get in the way?*
- **Sample Contribution:** A practical outline of constraints, risks, and early execution considerations the team should factor in

Communications Lead:

- This role helps answer: *How would we clearly explain the growth strategy and recommendations to the employer?*
- **Sample Contribution:** Drafts and assembles the final report using the team's agreed inputs so it's clear and coherent.

How Teams Will Work & Meeting Milestones

Students progress through the Lab as a team, with structured opportunities to connect, discuss, and make decisions together. Between these sessions, students work independently on their assigned roles and bring their contributions back to the team.

The Lab includes three required team working sessions where alignment happens:

- **Team Working Session: Kickoff & Alignment**
- Students will meet their team, introduce themselves, review the project brief, choose a growth area to focus on, and assign roles.
- **Kickoff Milestone:** Teams will submit the first Decision Log, capturing initial ideas, open questions, and why they chose one growth area to focus on.
- **Peer Review Working Session #1: Early Ideas**
- Students will meet to present early research, findings, and decide whether to make any changes in direction.
- **Midpoint Milestone:** Students will submit a draft of their individual contributions. The project lead (as their contribution) will submit an updated Decision log reflecting any changes in team direction.
- **Peer Review Working Session #2: Execution Review**
- Students will meet to review how individual work fits together, identify gaps, and make final adjustments before submission.
- **Final Milestone:** Students will submit the final deliverable, including an executive summary, recommendations with rationale, and the completed SWOT framework.

Final Deliverable: Growth Strategy Report

At the end of the Lab, each team will submit **one shared growth strategy report**, using a provided template.

- This report is intended to be **employer-facing** and should clearly communicate the team's recommendation, reasoning, and supporting analysis.
- The emphasis is on **critical thinking and decision-making**, not on producing a long or highly polished document.

At the end of the Lab, students will submit one shared team package.

The final report template: https://riipenlabs.riipen.com/resources/rVO55rOl

MENTORSHIP

Domain expertise and knowledge
Providing specialized knowledge in the project subject area, with industry context.

Skills training or mentorship

Sharing knowledge in specific technical skills, techniques, methodologies required for the project.

Tools and/or resources

Providing access to necessary tools, software, and resources required for project completion.

About the company

⟫ Unknown industries

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Company

No description provided

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