

EMPOWERING GROWTH THROUGH ALIGNMENT AND EXECUTION: NUWAVES' SCALING UP SUCCESS WITH TECHSOLVE SUPPORT

ABOUT NUWAVES. NuWaves RF Solutions, a Middletown, Ohio, veteran-owned small business founded in 2000, provides advanced radio frequency (RF) expertise and microwave solutions for military, government, and industrial customers. Today, NuWaves RF Solutions provides quick-tempo design and engineering services, as well as a full line of COTS subsystem RF modules, that address today's most demanding RF challenges, especially with regard to hardware size, weight and power (SWaP) reduction, cost and - equally important - schedule. NuWaves RF Solutions is an undisputed leader in the research, design, development, manufacture, integration, sustainment, and modernization of complex RF systems.

THE CHALLENGE. NuWaves, a growing organization, was facing challenges in sustaining growth and improving overall performance. Their leadership team realized the need for a performance platform and comprehensive strategy to identify critical areas of improvement and align their efforts effectively.

MEP CENTER'S ROLE. The Ohio MEP, part of the MEP National Network™, supported TechSolve's roll-out of Scaling Up to Ohio's manufacturers. TechSolve's Steve Bebko, a Scaling Up certified coach, worked closely with NuWaves to implement Scaling Up, a performance platform designed to help organizations achieve sustainable growth and improve performance. The model focuses on four key decision areas within the organization: people, strategy, execution, and cash. By implementing this model, NuWaves identified critical business areas that needed to be addressed and created actionable strategic objectives to achieve success. By aligning the organization's strategy with its people, execution, and cash management, NuWaves created a shared vision and greater alignment across the organization. The model emphasizes the importance of execution and provides tools and methodologies to improve execution, helping NuWaves achieve their goals and objectives more effectively.

"NuWaves had a very good experience working with TechSolve and applying Scaling Up to our business. It is difficult to put exact numbers to how much business/jobs/investments we gained, retained, and/or saved on due to Scaling Up, but our biggest value has come from team alignment and communication that have allowed for better decision making throughout the company. 2023 has been one of the most (if not the most) profitable year in NuWaves history, despite many challenges that have eaten into profits. This is due to the alignment and leadership at the top and the strategic plans being carried forward across the company. Additionally, we have invested deeply into our culture by hiring, retaining, and developing A-players as a result of what we learned through Scaling Up."

-Jackie Thomas, Director of Strategic Initiatives

RESULTS



\$620,000 in new or retained sales



\$200,000 in new investment



\$120,000 in cost savings

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