

GHSP: A Path to Diversification

Grand Haven Stamped Products (GHSP) started manufacturing in 1924. Since then, they have grown to be an automotive supplier with locations around the world. Ten years ago, GHSP ceased its stamping operations, instead purchasing the stampings from others to be used in their shifters. They transitioned from one product line (shift systems) to three product lines (shift systems, smart actuators and electronic controls). Today, they continue to expand their diversification with their Innovation Team. At this year's Consumer Electronic Show in Las Vegas, they introduced Wireless Charging, UV-C Disinfection, and Edge-to-Edge Touchscreen controls that transform both home and auto.

How did a shifter company get into UV-C and Touchscreen controls? Their top management made Research and Development(R&D) a priority. They started by sending their Innovation Team offsite. Their first Innovation Team location was in a garage behind Izzy+. Today, they are in the Fredricks Design building, near the YMCA. By getting their R&D team offsite, it freed the team from distractions. The R&D team no longer got pulled into the Product Development teams, nor did they get pulled into issues on the production floor. This created an atmosphere of creativity.

Since they separated locations two years ago, the Innovation Team has grown into the team who is hitting their stride right now. The Vision of GHSP is a *Globally recognized provider of technology solutions*, while their purpose is *Enriching life through innovation*. Innovation is critical at GHSP. They focus on Core Technologies and explore how to expand those footprints within their current uses. They also follow Mega Trends and apply their Core Beliefs to those trends to create their technological roadmap. The team puts all ideas into a filter to identify those ideas to pursue.

Within their R&D space, they have their ideation conference room, a community feel workspace, resimercial conference rooms, and prototyping labs. Their team is good at listening to the customer and becoming the integrator. Their co-workers at the other GHSP locations are engaged with the R&D team to develop the paths to bring the new products to the market via the correct distribution channels.

"Integrators, Innovators, Solutions for the future," certainly describes the Innovation Team at GHSP.



