

# ***Reinventing Yourself for the New World of Work***

## **7 Bold Truths to Becoming a Market Leader**

A personally challenging and value changing presentation. *The economy isn't down; it's different!* With recent events, the realities of your business have changed permanently. You don't manage change, but rather the way you react to it. No matter what you sell, be it a product or a service, the next year is probably the end of the way most of us do business. 72% of the world's organizations will have to re-invent the way they do business in the next two years! The truth is that the business we're in is not determined by us but rather by the need or want that is satisfied when the customer buys our product or service. To be effective in today's global business climate you must see yourself from the customer's point of view. A product or service is a convergence of customer value satisfactions. Before you reinvent yourself and your organizational approach, you must identify these values as indisputable truths.

### **Key presentation points:**

1. The economy is not down; it's different. *Leaders are different...*
2. The Recession will NEVER end; *You need to adjust your viewpoint...*
3. People don't buy what you sell; *they buy what they buy...*
4. To lead in your industry you have to get outside of it. *Here's why and how...*
5. If you concentrate on your competition, you will have MORE competition. *Why and what should we do?*
6. Teamwork doesn't always work. *You must build community...*
7. If you fail to reinvent your business model you may be OUT of business in two years; *there are two models you can use...*

### **How You Will Benefit:**

- Discover realities about your business and industry that you can't see on your own

- Develop a market-oriented action plan that brings you closer to your consumer
- Sell what your customers are buying, rather than what we are pushing to them
- Respond positively to a cyclical recession model -become a single category in your own industry
- Reinvent yourself and your organization to compete locally and globally
- Indisputable truths that will absolutely differentiate you in a global market and a challenging economy