

# PARADIGM 2020

## Where will my business be in 2020?

It's a difficult question to answer but it's not difficult to imagine that things will be very, very different. It won't just be a very different operating environment; we should also assume that business dynamics, structures, resources, methods of operation and indeed the products and services we offer will be entirely different and in most cases yet to evolve. It is important therefore to embrace the need for change and to begin to create a tangible, viable pathway to future sustainability; to be part therefore of a new and perhaps evolutionary process. The changes we need to anticipate will be great but the pace of change will be manageable for those prepared to progressively adapt. Change is an incremental process and therefore readable for those that remain informed and those prepared to manage for change.

## Is it possible to 'future proof' my business?

The answer is yes, but the longer you resist, the longer you take to accept the need to embrace new knowledge and to be pre-emptive in your approach, the less chance you will have.

## Am I capable of guiding my business through a decade of significant change?

The answer is yes, but only if you accept that leadership, entrepreneurship, lateral thinking, vision and intrinsic knowledge will be the essential personal attributes required to achieve success.

## Is there value in adopting a more ethical approach to business?

Yes, there is clear evidence to suggest that communities are beginning to expect it and will in the near future begin to make ethical practice a market access condition. So too your alliance partners may well begin to apply stricter standards to any business relationship. Perhaps corporate ethics may well govern the right to trade in future markets or economies.

Addressing these questions will hopefully have established for you the need to develop a blueprint for a sustainable business future. You will hopefully be thinking too of ways to enhance your skills and the skills of your team so that you will be ultimately prepared for change and therefore in a position to convert opportunities to positive outcomes as they arise.

*The priority you give to addressing these issues now will determine the degree of success you experience in taking your business forward towards 2020 and the new order. We would like to be there with you as you plan for the future. We would like to help you create a blueprint for success and to develop a meaningful and productive 'future driven' business relationship. If you can see merit in adopting a new approach to business, we invite you to make contact. We would be pleased to present our views in person and if invited prepare and deliver a tailored strategic proposal. We believe our skills, experience, knowledge and resources can and will be of genuine benefit as you commit to planning your future and the future of your business and it's team.*

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Business Success Strategies

vision and ...

a new approach