

Change

CHANGE... can never be taken lightly. Because change affects your stability. It affects your customers. It affects your employees. It affects your motivation. It affects your whole business.

Now this can be Good or Bad! It just depends on how you have approached everything and how you intend to tackle this journey.



So.. just to re-cap...

- Are you currently thinking about reviewing the current status of your organisation?
- How should you begin this process?
- Where and how should change be enacted that would deliver real benefit to your organisation?
- And... what are the processes that you would need to undertake to achieve all of this?

Change requires commitment - and this must come from the very top of your organisation and be 'driven down' through the business so that everyone in every division or department recognises and understands the need for change – particularly if the business is to ultimately become more efficient and more effective at what it does and achieve the goals you have set yourself.

Change can mean many things, but to begin with it means a re-assessment of your organisation's:

- **Goals and objectives** - what was set in the past and what was achieved – and how should these be set now and how will they be achieved in the future?
- **Products and Services** - how are these developed, managed, supported and delivered?
- **Marketing** - how is the organisation marketed to the outside world, what mediums are used, what has worked and what hasn't?
- **Sales** - how is the sales force structured? Do you sell direct, indirect, online, via distributors, wholesale or a combination of all? What sales planning, account planning and forecasting methodologies are used? What is your average sales cycle? How is everything managed and monitored? What accountability is there?
- **Resources** - how are all resources throughout the organisation currently utilised and deployed? Is this in the most efficient and effective way possible? Have there ever been any time and motion studies?
- **Technology** - and how this is currently used to deliver services and outcomes? Is there a separate ICT department? How is technology incorporated into everything the organisation does? Can all of this be achieved more efficiently and more cost effectively.

Trying to market any product or service without having a formal business strategy or plan of how the company intends to go about this and consequently having an unplanned approach will certainly yield far poorer results and is more than likely to fail than if a strategic approach had been adopted.

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And that process encapsulates everything from identifying and developing the opportunities in the markets you intend to approach - and...

- what products and services will you require to fulfil this need?
- how and where will you market these?
- how will you convert the opportunities you create into sales?
- how will you deliver your products and services?
- how will you service and support your customers?

As we discuss at many different stages on this web site, the overall success of any commercial business strategy entails reviewing the realistic market potential for that business..



It just means continuing the journey that you have already started.

So... to invoke Change, this starts with Planning...

To find out more, please just call or email us. If you have a particular requirement, we will always be happy to provide you with an informal, no-cost, no-commitment consultation.