

Trends and Transitions
Dealing with Change
February 20, 2009
Identifying Business Opportunities

Highlight of the Roundtable Discussion:

This session was focused on developing the process to identify business opportunities within these changes and trends.

The discussion revolved around:

- The “Design Thinking” Process: Anticipate – Adapt – Innovate – Evolve.
- Anticipating various changes with emphasis on Lifestyle, Work-style and Technological changes.
- Exploring various business opportunities within those changes.
- Using the concept of “Good to Great” to identify: core strengths, passion and the sources for revenue generations.
- Change in regulations and laws

Operating within an Organizational Culture that is open to learning and experimenting was considered an important factor. This type of culture focuses on:

- The importance of collaboration
- Sharing resources and knowledge to create unique customer experience
- Participating in Mastermind alliances within your profession and with other professionals
- Becoming nimble in order to adapt to changes in a timely manner
- Bringing the organization together with common purpose, objective, solid structure and foundation.
- Developing transparency and synergy among all involved

Critical focus on revenue generation in developing strategies within disruptive conditions by:

- Developing a strategy for incremental growth within existing products and services
- Developing an Innovative Futuristic strategy through the process of Design Thinking
- Understanding the distinction between Taking Risk vs. Managing Risk

March 20 Meeting Focus: Developing Strategies and Action Plans to Generate Revenues

Ravi Kulkarni & Lynn Turner

Business and Executive Coaches Your Strategy Partners
Tradition...Transition...Transformation

Ravi Kulkarni Email: ravi@clearvisionalliance.com Tel: (413)-589-7821

Lynn Turner Email: lynn@clearvisionalliance.com Tel: (413)-283-7091

www.clearvisionalliance.com