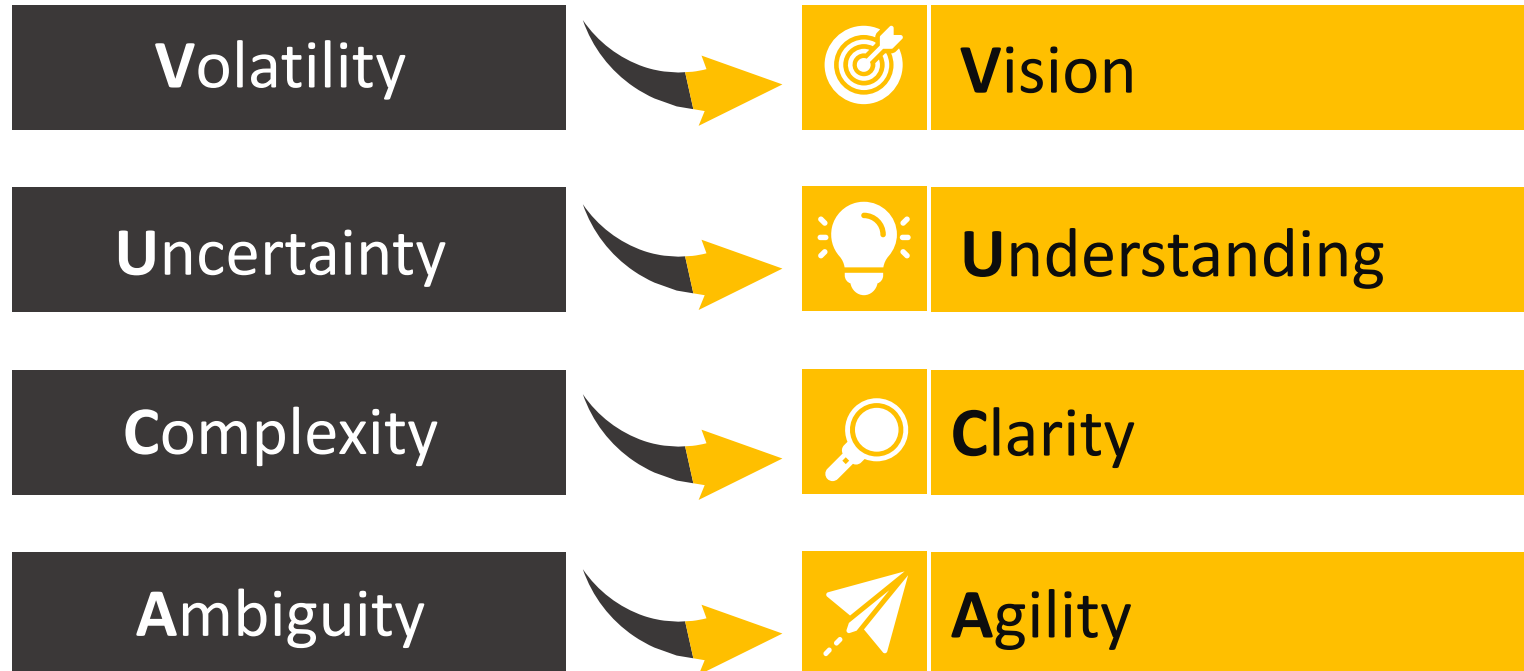




By failing to prepare, you
are preparing to fail.

| *Benjamin Franklin*

■ Shift your “VUCA”



■ Leverage. Ride Trends. Make Bold Moves



Leverage Endowment

Start from where you
are and with whatever
you have

Ride Right Trends

Look at all the Trends and
Market Forces and see how it
has changed and how it could
potentially affect the market
and your business

Make Strategic Moves

Strategise on what could be your
strategic Moves that needs to
result in the following outcome
inorder to deserve the focus,
attention and resources to
execute them.



The secret of change is to
focus all of your energy, not
on fighting the old, but on
building the new.

| *Socrates*



Leverage Endowment

List out Endowment:

YOU
Team
Assets
Resources
Cash Position
Access to Finance
Relationships
Clients
Business Partners
Community
Network
Suppliers
Knowledge
Capacity
Capability
Processes

Ride Right Trends

Have clarity on the following:

- Short Term Volatility
- Vs Long Term Trends
- Trend Growth Rate
- How Has it Shifted due to COVID?
- Affect Demand
- Affect Competitiveness
- Affect Supplies
- Affect Cost Structures
- Affect Market Stage / Growth
- How does it Affect which part of your Business Building Block (Business Model Canvas)?

Make Strategic Moves

Criteria for Strategic Moves:

- > 25% Jump in Productivity that results in substantial cost difference
- No Peanut butter Planning: Reallocation of Resources + Attention + Focus for All-In
- Invest/Build Specific Capability / Capacity that makes a tangible difference in your Proposition
- Differentiation Improvement: that increase Market Share (Customer Increase) or Margin increase (Price Increase)





You don't drown by
falling in the water;
you drown by staying
there.

| *Edwin Louis Cole*