

The 2006 Business Strategy Seminar

“Are you surfing or drowning?”

Are you missing out on the opportunities offered by the massive cultural and demographic changes that are taking place right now? The under-30's are *different*.

- The digital generation: “Poll shows that a third of 14 to 21 year-olds now have their own on-line content..... 96% have a mobile phone, 66% a games console, 60% a computer connected to the internet”.
- It's not just the kids:” 30-35 year olds play over 10 hours of computer games a week”
- Social networking: “If you aren't getting the right results, it's not because the search engine isn't indexing enough pages: it's because you haven't got enough friends”.

Nothing will be the same again. The tidal wave of new technologies, new societal patterns and new expectations is creating a generation of differently focussed potential managers. They are less experienced, and potentially more able than before because of their immersion in interactive media and communications technologies. These changes are permanent, additive and inevitable. Most importantly the means by which people learn, experience and develop are changing forever. This can be good or bad- it's up to you whether you surf or drown.

Is your organisation fit to employ this next generation?

- Small, new organisations, with a flat “enabling” management culture, are already exploiting these changes and rapidly growing.
- Larger, more traditional organisations, with a more “directive” culture are finding these changes almost impossible to handle.

If you are finding that you are being changed rather than changing, then it's time to go out and meet these changes head on.

By taking on these changes, your organisation can reduce both cost of delivery, improve quality of delivery and meet the expectations of individuals all at the same time. If you ignore these changes your organisation will become irrelevant and fail within 5 to 10 years.

The 2006 Business Strategy Seminar will help you identify the issues, the actions to take and the tools required to ensure the future of your own organisation.

The 2006 Business Strategy Seminar will:

- Make you aware of the change in expectations and new delivery technologies.
- Show you examples of organisations who are already exploiting the changes.
- Identify the “generation gap” in your own organisation with your customers
- Show how to plan your own change from a “directive culture” towards an “enabling culture”
- Identify the tools required to support your changed approach
- Show how to pilot this change with selected groups.

Follow-up workshops are offered on a confidential basis, tailored for selected groups of your senior managers.

Contact us for more information

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