

ECLDA Conference 2005

Turbo Times How to deal with change

Jacoline Loewen

Loewen & Partners

Integrity, Innovation, Results

June 11, 2005



LOEWEN
& PARTNERS

No correlation between success in school and an ability to accumulate wealth, actually found a negative correlation. ‘It seems that school related evaluations are poor predictors of economic success,’ Stanley concluded. What did predict success was a willingness to take risks. Yet the success failure standards of most schools penalized risk takers. Most educational systems reward those who play it safe. As a result, those who do well in school find it hard to take risks later on.”

Richard Farson & Ralph Keyes, *Whoever Makes the Most Mistakes Wins*

Signals for Change Come from

- The marketplace
- Customers
- Distribution channels
- Competition
- Financials
- Employees
- Investors



"It is not the **strongest** of the
species that survives,
nor the most **intelligent**,
but the one
most responsive
to change"

“How do dominant companies lose their position? Two-thirds of the time, they pick the wrong competitor to worry about.”

Don Listwin, CEO, Openwave Systems WSJ June 01, 2004
(commenting on Nokia)

**A new
foreign-owned factory
opens in India
every 26 minutes!**

2007*

*The year **Chinese** will pass **English** to become the #1 language on the **internet**

Source: UN, *Newsweek*

**Other admirals are more
frightened of **losing**
than anxious to
win.**

Lord Nelson, Battle of Trafalgar

**The best Protection By Far
is to Vigorously Pursue
"Winning" rather than to
expend most of one's
energy (as most do) on
"Avoiding defeat"**

Lord Nelson

Factoids:

- Malls of America: 2.5 million square feet of shopping space
- Malls of South China : 7.1 million square feet of shopping space
- Adidas: 40 new stores per month opening in China ... for the next 40 months (1,500 Adidas stores already in China)

***We all live in
Dell, Wal-Mart,
eBay, Google
World!***

91% women:
ADVERTISERS DON'T
UNDERSTAND US.
(58% "ANNOYED.")

Source: Greenfield Online for Arnold's Women's Insight Team (Martha Barletta, *Marketing to Women*)

FemaleThink! Popcorn & Marigold

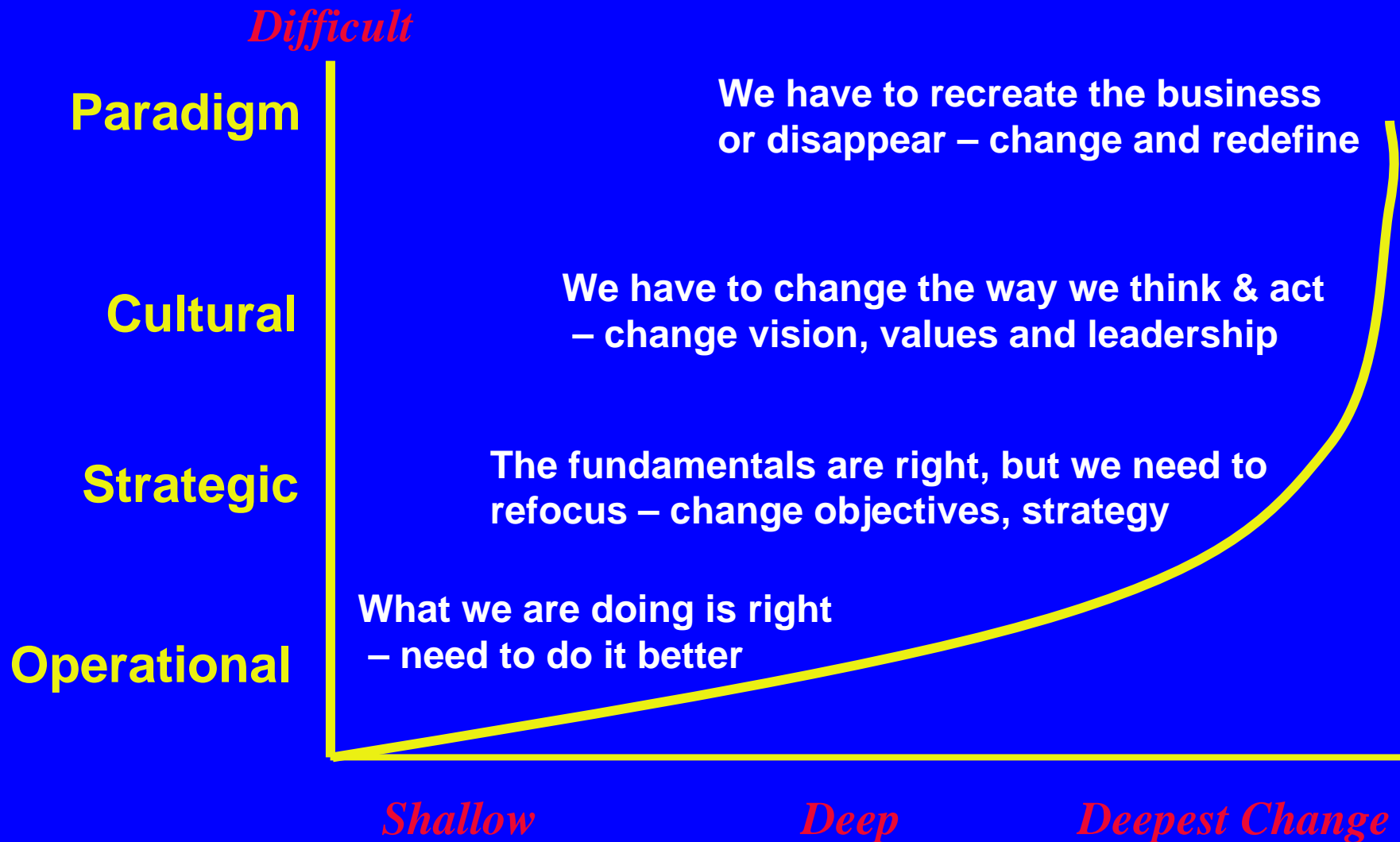
“Men and women don’t think the same way, don’t communicate the same way, don’t buy for the same reasons.”

“He simply wants the transaction to take place.

She’s interested in creating a relationship. Every place women go, they make connections.”

1. Men and women are different
2. Very different
3. **VERY, VERY DIFFERENT**
4. Women & Men have a-b-s-o-l-u-t-e-l-y nothing in common
5. Women buy lotsa stuff
6. **WOMEN BUY A-L-L THE STUFF**
7. Women's Market = Opportunity No. 1
8. Men are (STILL) in charge
9. **MEN ARE ... TOTALLY, HOPELESSLY CLUELESS ABOUT WOMEN**
10. Women's Market = Opportunity # 1

Change – How Much?



“Beware of the tyranny of making Small Changes to Small Things. Rather, make Big Changes to Big Things.”

Roger Enrico, former Chairman, [PepsiCo](#)

Good management was the most powerful reason (leading firms) failed to stay atop their industries.

Precisely because these firms listened to their customers, invested aggressively in technologies that would provide their customers more and better products of the sort they wanted, and because they carefully studied market trends and systematically allocated investment capital to innovations that promised the best returns, they lost their positions of leadership.”

Clayton Christensen, *The Innovator's Dilemma*

Question #1 ...

“HOW WILL THIS PROJECT ENHANCE
THE CUSTOMER EXPERIENCE IN
A WAY THAT WILL IMPLEMENT
DRAMATIC DIFFERENCES
FROM OUR COMPETITORS SO THAT WE
CAN CAPTURE NEW CUSTOMERS, RETAIN
OLD CUSTOMERS & GROW THEIR
BUSINESS, BUILD OUR BRAND...
KICK-START THE **TOP LINE** ?”

“In classical times when Cicero had finished speaking, the people said, ‘How well he spoke,’ but when Demosthenes had finished speaking, they said, Let us march.”

Adlai Stevenson

Let us
march!