



# A Vision of Opportunities

(opportunities in the market for the growth of your company)

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20 minute - presentation  
15 minute - questionnaire alone  
15 Minute - discuss in small groups  
15 minute - report back

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# Awareness of Opportunities



- ❖ We are of course well aware of and comfortable with the products and services we are now offering.
- ❖ But what if we are missing the BIG PICTURE; the infinite opportunities around us that we can deliver to our customers
- ❖ Of course, we can simply offer more of what we already successfully provide, and that is fine.
- ❖ But what if we want to become truly successful, driving our company to the top of our industry.
- ❖ To do that we need to broaden our horizons; perceive the infinite possibilities that are available to us.



# Society's Growth and Opportunities



- ❖ The first thing to know is that Opportunities are Everywhere
- ❖ Life is continuously throwing up new opportunities in every industry for those who have the eyes to perceive them.
  - It does not require a visionary's genius, just an open mind and a will to see what is possible.
- ❖ The second thing to know is new opportunities are constantly emerging because society is continuously evolving.
  - Every development in society completely redraws the whole map of the future and creates new opportunities all around us.
  - Rate of social development is greater today than at any prior time in recorded history. In fact, it is becoming **exponential**.

# Current Drivers of Change in Society



- ❖ **SHIFTS:** There are fundamental shifts going on in the world that are driving society forward.
- ❖ **DRIVERS:** We can tap into these "drivers" and take our company to the peaks of success in the process.
- ❖ **CHANGE OR DIE:** We cannot cling to the past, because the old model is no longer sufficient. Society is changing very rapidly. Business must do the same, **otherwise they can be wiped out.**
  - ❖ Amazon and Barnes Noble



## Current Drivers of Change in Society

- ❖ The 1<sup>st</sup> driver are the enormous advances in TECHNOLOGY.
- ❖ These are driving enormous gains in productivity, efficiency, intelligence, & speed.
- ❖ Among the changes we see driven by tech are:
  - ❖ New Business Models – e.g. Airbnb, Uber, BitCoin
  - ❖ IT Everywhere – Phones, Apple Pay, “Internet of Everything”
  - ❖ Supply Chain Revolution – Amazon, Expedia
  - ❖ Value Chain Revolution – Custom Orders, On Time Delivery

## Current Drivers of Change in Society

- ❖ The 2<sup>nd</sup> driver are the enormous advancements and potentials in **EDUCATION**.
- ❖ Education is a huge driver for change in society, the economy, and **business**.
- ❖ **Higher educated people means-**
  - ❖ higher wages
  - ❖ more employment
  - ❖ more money to spend
  - ❖ more informed consumers.
- ❖ Potentials for education are enormous
- ❖ Rising levels of education is reaching fever pitch
- ❖ Traditional systems can't keep up with demand
- ❖ Need for new models
  - ❖ Coursera, Khan Academy, WUC, etc.



## Current Drivers of Change in Society

- ❖ The 3rd driver is the powerful effect of **DEMOCRACY & HUMAN RIGHTS**.
- ❖ The spread of democracy and serious enforcement of rights is spreading globally.
- ❖ When implemented **they greatly empower the individual**.
- ❖ Freedom that issues from this driver develops the **individual's aspiration for success** in life.
- ❖ That in turn raises the **populations' energy**, making the entire society **more dynamic**.
- ❖ It spills over into the marketplace, i.e. business.
  - ❖ **Wealth Creation**
  - ❖ **Liberates Segments of population – e.g. women**

## Current Drivers of Change in Society

- ❖ The 4<sup>th</sup> driver is a revolution in ORGANIZATION.
- ❖ It is happening throughout society. E.g. the Internet itself
- ❖ It is naturally there is also in business.
  - ❖ Industries, supply/delivery, activities/processes, production, etc. are being completely altered
- ❖ **New Organization of industries** –
  - Apple iPod (music industry)
  - Amazon (digital books)
  - MBnB (rent out homes)
- ❖ **New Organization of supply/delivery** –
  - Online purchasing. Short notice delivering.
  - “Shared Economy” Lift enables ride sharing for commuting.
- ❖ **CONCLUSION:** Those who hold onto their old, traditional ways and don't embrace the opportunities made possible by changes in society will be left behind.



## Current Drivers of Change in Society

- ❖ The 5th driver is the powerful effect of GLOBALIZATION
- ❖ It is reflected in the phenomenal expansion of World Trade
- ❖ That means vast opportunities for business, including:
  - Access to world markets
  - Global supply chain
  - Greater choices from overseas; for the business and the consumer
- ❖ Globalization is also enhanced by the Internet, including
  - online purchasing of materials
  - bidding for work
  - comparison shopping for consumer
- ❖ How can your business make use of the Globalization?

## Taking Advantage of the Big Trends in Society



- ❖ What dynamic business leaders in this new economy have in common is that they tend to wake up every day and ask:
- ❖ “What are the biggest trends in the world, and how do I best invent/reinvent my business to thrive from them?”
- ❖ For them no idea here is “off the table.”
- ❖ They are willing to look at all and any opportunity as a means to rise to the top of their industry.
- ❖ Are you?



# Self-Analysis



1. What are the deep drivers you see altering the complexion of society today?
2. What impact are these drivers having on your market, industry and region?
3. How can you convert these changes into business opportunities?