

Personalisation Conference

“Innovation In Times Of Change”

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Is the glass half full or half empty?

- Is it?



Half Empty!

- Oh!



Half Full



Opportunities

- Review Services
- Explore New Markets
- Develop the present Service
- Merge with others



It's vital to review the progress of your organisation

- Assess your core activities
- Assess your organisations' efficiency
- Review your financial position
- Conduct a competitor analysis
- Conduct a customer and market analysis
- Use your review to redefine your business goals
- Use Business Analysis models for your strategic analysis
- Break down your strategic review



Diversification

Diversification can take several forms, including:

- new, related products or services to existing customers
- new markets for existing services
- new services for new markets

Growth in New Service

- Match your service to market needs
- Use Market Research
 - Market Research Society
<http://www.mrs.org.uk/>
- Project Development process
- Exceed customer needs so that what you offer is better than what is available from others providing similar or same service.

Growth Through Partnerships ?

- Benefits of Joint Ventures & Partnerships
 - More resources –Staff & Finance
 - Greater Capacity
 - Increased Technical Expertise
 - Access to established markets and distribution channels



Avoid Problems of Joint Ventures

1. Open & Honest
2. Communication - face to face
3. Inform and consult all employees
4. Agree Performance Indicators
5. Flexible Relationship
6. Create Joint Venture Agreement!

Use your review to redefine your business goals

To remain successful it's vital that you set time aside to ask the following key strategic questions:

- Where is the organisation now?
- Where is it going?
- How is it going to get there?



Review your organisations' performance

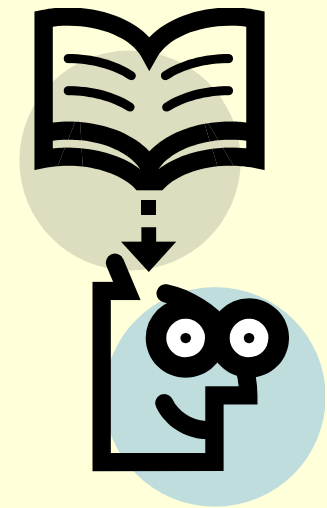
5 key strategic areas

1. Your market performance and direction
2. Your services
3. Operational matters
4. Financial matters
5. Your organisation and your people



Tools to keep you on track!

- Work Plan
- Time table
- Business Plan for Growth
- Simple Planning Cycle



Thank You

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