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# Tomorrow's Company



# Don't you love it?

“We are a lateral Intelligence Quotient Company ...”

“Knowledge Experience Workshop”

## BUZZWORD BINGO

How to play : Simply Tick Off 5 Buzzwords and Shout Out "Bingo"

Synergies	Take that off line	Strategic Fit	Best Practice	Top Quartile	Core Business
Metrics	Bench Marking	Shareholder Confidence	Tacit	Movers & Shakers	Big Ticket Items
Ball Park Figures	Proactive Not Reactive	Disconnect	Win Win Scenario	Value Adding	Ticks in Boxes
Schedule Driven	Raincheck	Result Driven	Sense Check	Action	Push Technology

“NAFI”

“Not Another Flipping Initiative”



# Britain's top profit-makers 1979-89

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Source: *Journal of General Management / Management Today*

<i>Year</i>	<i>Company</i>	<i>Subsequent performance</i>
<b>1979</b>	<b>MFI</b>	<b>collapsed *</b>
<b>1980</b>	<b>Lasmo</b>	<b>still profitable</b>
<b>1981</b>	<b>Bejam</b>	<b>acquired</b>
<b>1982</b>	<b>Racal</b>	<b>still profitable</b>
<b>1983</b>	<b>Polly Peck</b>	<b>collapsed</b>
<b>1984</b>	<b>Atlantic Computers</b>	<b>collapsed</b>
<b>1985</b>	<b>BSR</b>	<b>still profitable</b>
<b>1986</b>	<b>Jaguar</b>	<b>acquired</b>
<b>1987</b>	<b>Amstrad</b>	<b>still profitable</b>
<b>1988</b>	<b>Body Shop</b>	<b>still profitable</b>
<b>1989</b>	<b>Blue Arrow</b>	<b>collapsed</b>

\* post 1989 company collapsed, subsequently acquired by new owners and re-structured

# The Inclusive Approach

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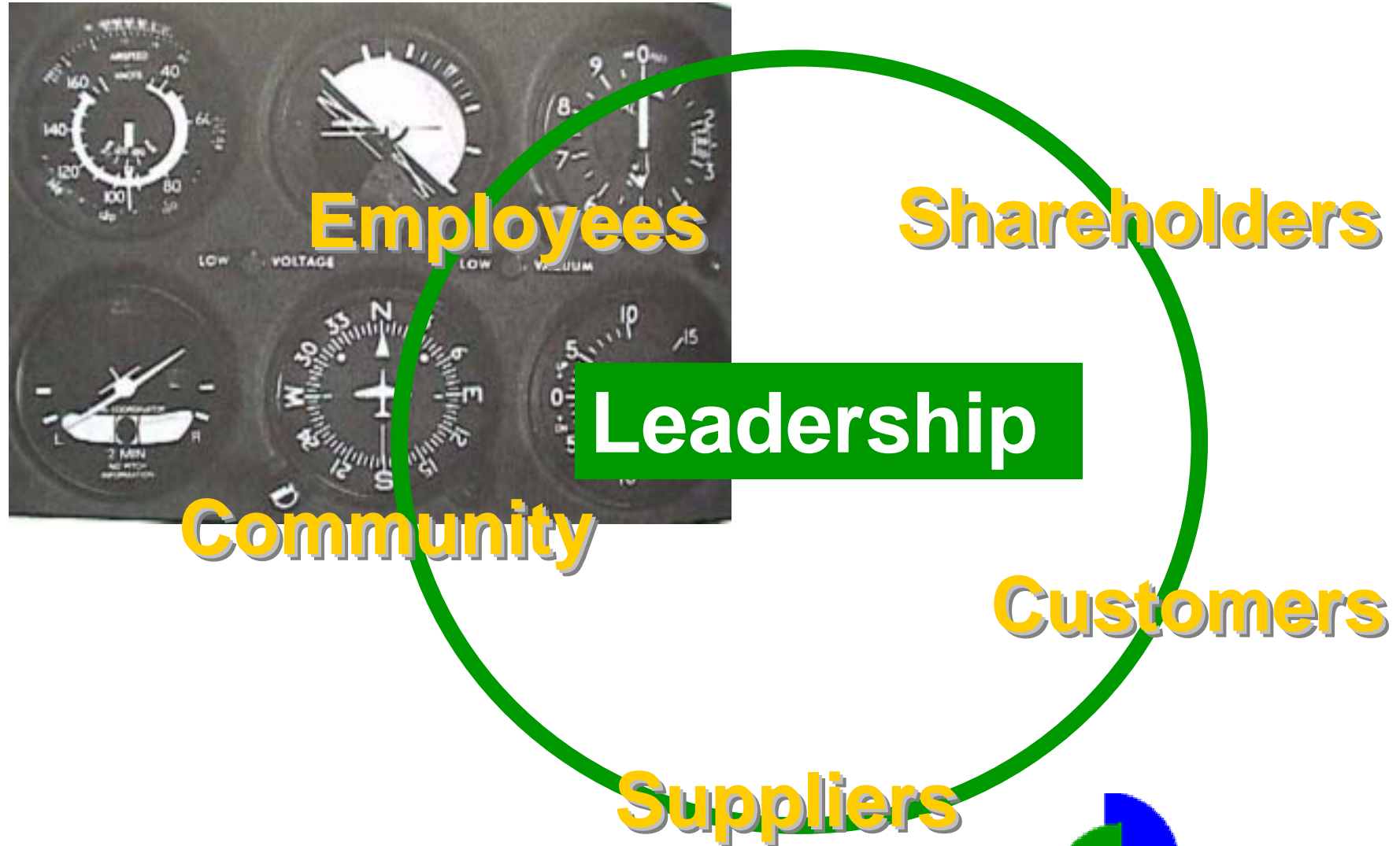
## ‘Inclusive organisations’ have:



- A vision
- Stakeholder relationships
- A ‘success model’

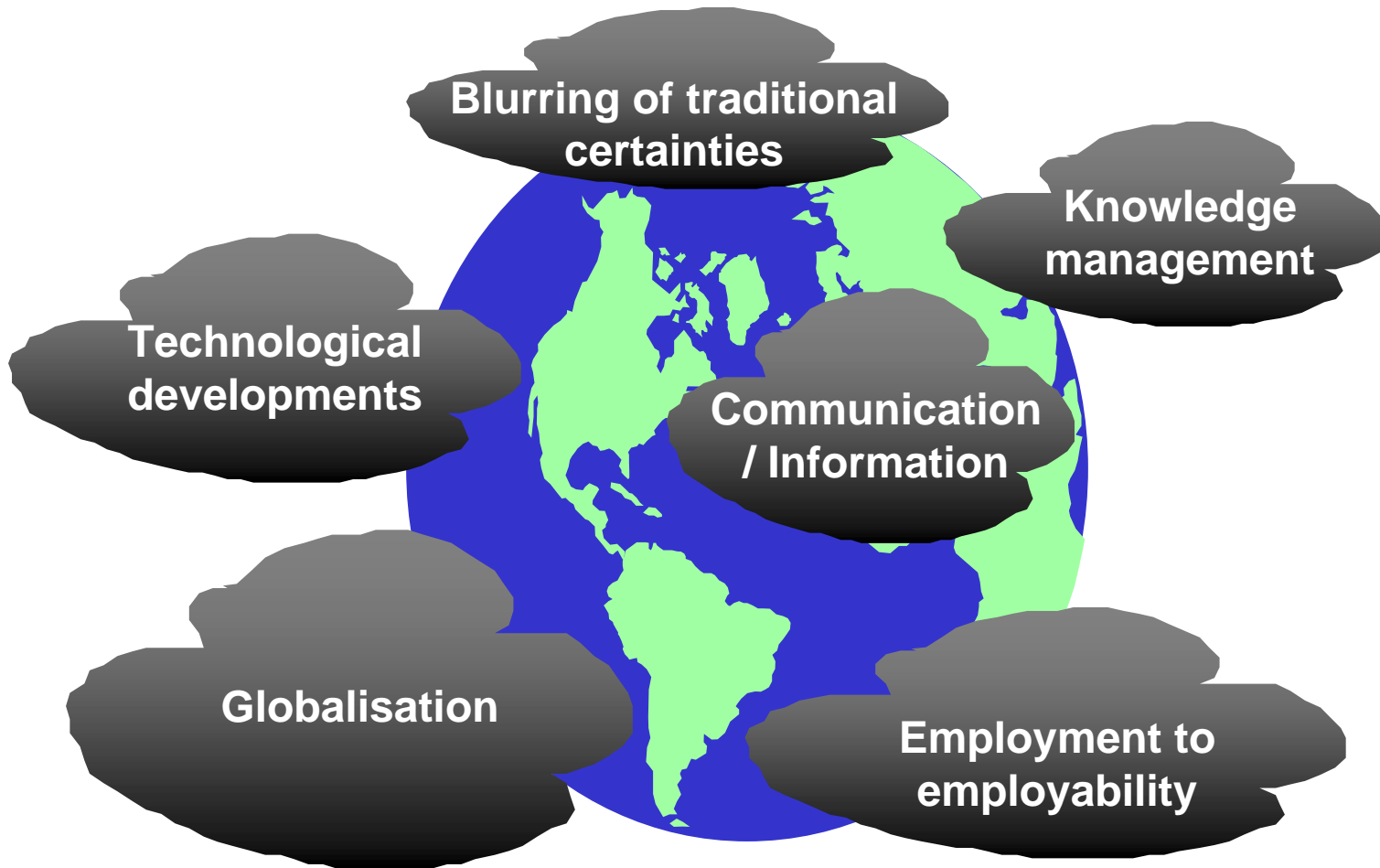
# ***Stakeholders - a Balanced Journey***

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# Our changing world

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# Our Message

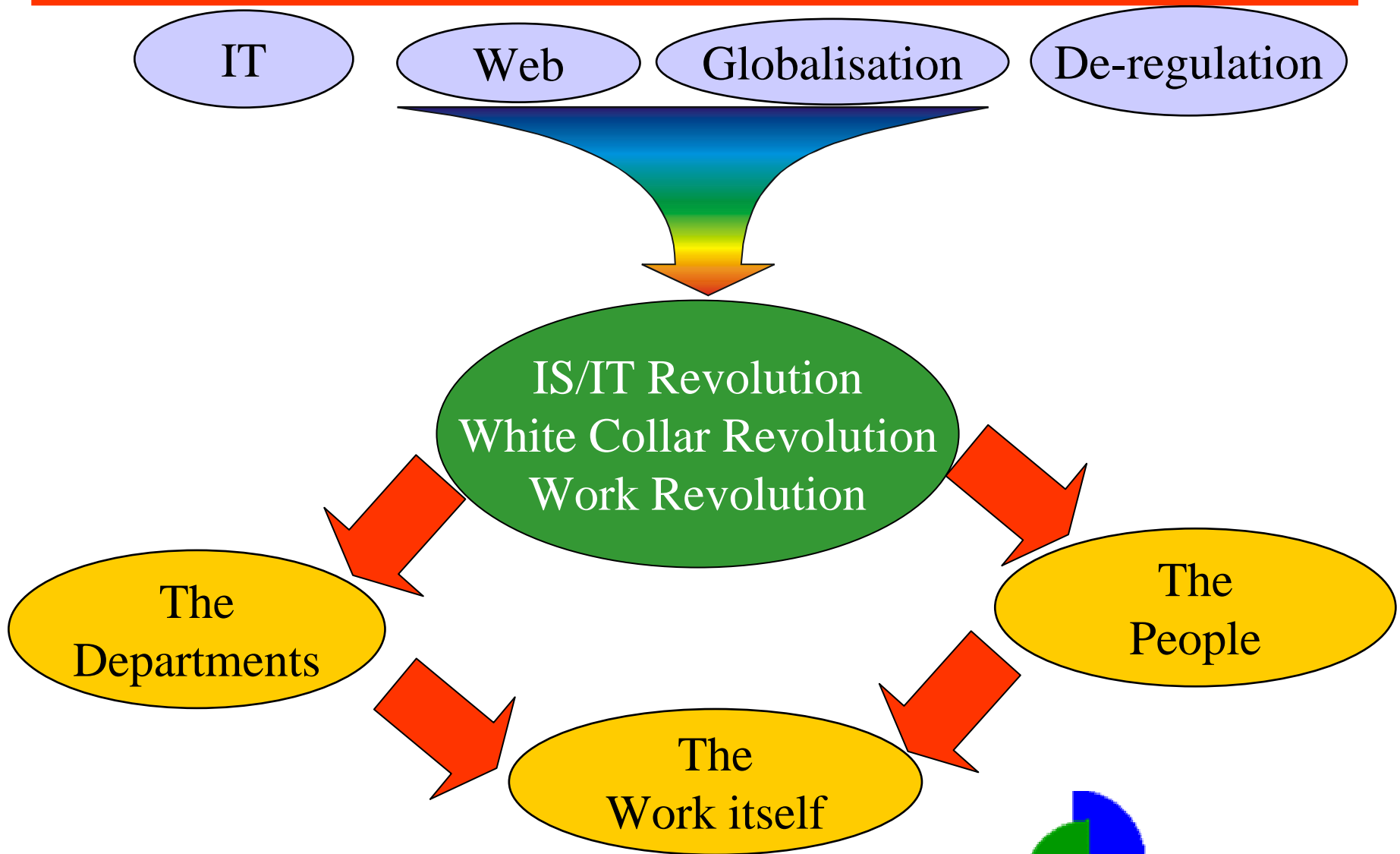
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“ . . . Work . . . Yours and mine . . . As we know it today . . . Will be re-invented in the next 10 years. It’s as simple as that. And as profound. Here’s why . . . ”

Tom Peters



# New work – the core model



# The message – Work is changing

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“ . . . The tough old union militant remembers. Not 1870. But 1970 (not exactly an eon ago.) . . . Took 108 guys some 5 days to unload a ship full of timber. And now? Container daze: Eight guys . . . One day. (!!!). . . ”

**Tom Peters**



# SPEED of Change

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## World Knowledge Doubles\*

- From Jesus Christ to 1750 1750 years
- From 1750 to 1900 150 years
- From 1900 to 1950 50 years
- Now - Every 900 days 2.5 years

- \* Source : World Future Studies Institute



# Traditional Competitive Advantage

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- **Cost** - Ownership, Use, Training Support, Maintenance
- **Time** - Cycle Time, Lead Time, etc
- **Response Time** - Lead Time, No of handoffs / Queues
- **Flexibility** - Customisation, options, compositions, etc
- **Quality** - Rework, rejects, yield, etc
- **Innovation** - New needs, interfaces, add-ons

# New Competitive Advantage

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P

Cost, Time, Response Time, Flexibility, Quality,  
Innovation

A

Y

O

A

Information

Correctness, currency, consistency,  
completeness, clarity, availability, security, etc

Your People

Talent . . . Period!!!

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# Workshop-time

# WOW! Projects Workshop

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- A **WOW Project !** . . . WOWs (period)
- A **WOW Project !** . . . Is dynamic, stimulating, a major bond builder with co workers, a source of buzz among end users
- A **WOW Project !** . . . Confronts and redefines an important issue or problem in such a way that participants will be remembered for it 10 years later.
- A **WOW Project !** . . . Moves at record speed . . . Is considered a startling success even by early detractors
- A **WOW Project !** . . . Is directly measured in terms of beauty + Grace + WOW + Revolutionary Impact
- A **WOW Project !** . . . Is the “place to be”



# Professional Services Firm

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its about  
Converting Your Department  
into full-fledged  
**Professional  
Services  
Firm**

# Professional Services Firm

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- A **Professional Services Firm . . .** Does work worth paying for every time
- A **Professional Services Firm . . .** is well known for something / has a recognisable signature and distinguishing approach.
- A **Professional Services Firm . . .** Leaves a legacy/does Work That Matters
- A **Professional Services Firm . . .** is not afraid of the word 'sell' / is proud of its capabilities and wants the world to know about them.
- A **Professional Services Firm . . .** has a client list . . . To die for.
- A **Professional Services Firm . . .** is the 'place to be'



# Professional Services Firm

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**INCLUSIVITY**

Purpose  
Projects  
Partnership  
Passion  
Provocation  
Professionalism  
Performance



# Real PSF . . .

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- Think enterprise
- Clients Rule
- Work = WOW! Projects (Period)
- Engage Clients in deep dialogue
- Lead Clients
- Think Impact
- Embrace Politics
- Master “the economics”
- WE HELP PEOPLE
- Co-habit with the client!



# Summary

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***THINK PAYOA***

Tomorrow's Company

[www.tomorrowscompany.com](http://www.tomorrowscompany.com)

E-mail: [rkoenig@tomorrowscompany.com](mailto:rkoenig@tomorrowscompany.com)

[ray@payoa.com](mailto:ray@payoa.com)

