

# CHANGE is inevitable; make it work *for* you.



*“The entrepreneur always searches for change, responds to it, and exploits it as an opportunity.*

– Peter Drucker

Change is inevitable – good, bad and everything in between. The trick is to have the ability to recognize it, the flexibility to adapt to it and the foresight to jump out ahead of the curve and create it yourself.

For innovators, there is no such thing as the status quo. It has been said, quite truthfully, *“either you are getting better or you are getting worse.”*

It’s a logical conclusion then that **the most successful among us are those who are continuously striving to get better – those who learn not only to adapt to change, but to exploit it, embrace it and take advantage of the opportunities it presents.**

Organizations that thrive are those which are able to unilaterally implement new and more effective ways to get things done (both from an organizational and a product development standpoint).

### ***An Innovator’s DNA***

In a December 2009 *Harvard Business Review* article, “The Innovator’s DNA,” authors Jeffrey H. Dyer, Hal B. Gregersen and Clayton M. Christensen explore what makes visionary entrepreneurs and change agents like Apple’s Steve Jobs, Amazon’s Jeff Bezos, eBay’s founder Pierre Omidyar and P&G’s A.G. Lafley so successful.

What they found is that Jobs, Bezos, Omidyar and others at the forefront of innovation are adept at questioning, observing, experimenting, networking and, most of all, associating. They take what they have learned from asking questions, watching, experimenting and exposing themselves to a multitude of people from diverse backgrounds and “successfully connect seemingly unrelated questions, problems, or ideas from different fields.”<sup>1</sup>

### ***Challenge Assumptions***

The two words “what if?” open up a whole new realm of possibility. An oft-used phrase these days is, “think outside of the box.” Overused? Maybe, but true nonetheless. Don’t be constrained by four walls.

As Dyer, Gregersen and Christensen wrote, **“Most managers focus on understanding how to make existing processes—the status quo—work a little better... Innovative entrepreneurs, on the other hand, are much more likely to challenge assumptions.”**<sup>1</sup>

As an example, they cited Omidyar who told them his “learning process has always been about disagreeing with what I’m being told and taking the opposite position, and pushing others to really justify themselves.”<sup>1</sup>

#### NuGrowth Solutions, LLC

NuGrowth works with clients to accelerate revenue generation through proven sales and marketing programs.

If you are interested in leveraging our team to increase revenue for your business, please contact us. We'll show you how we can help.

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### ***Vision & Leadership Beget Success***

In Omidyar's case, the eBay online auction model was something completely new. He saw a need and took a chance. It wasn't a matter of taking a corporation from point A to point B. Successful organizational change, however, also requires leaders with vision.

As John P. Kotter wrote in "Leading Change: Why Transformation Efforts Fail," his 1995 *Harvard Business Review* article that is now considered a HBR Classic, "Most successful change efforts begin when some individuals or some groups start to look hard at a company's competitive situation, market position, technological trends, and financial performance. They focus on the potential revenue drop when an important patent expires, the five-year trend in declining margins in a core business, or an emerging market that everyone seems to be ignoring. They then find ways to communicate this information broadly and dramatically, especially with respect to crises, potential crises, or great opportunities that are very timely."<sup>2</sup>

"Change, by definition, requires creating a new system, which in turn always demands leadership,"<sup>2</sup> Kotter said.

### ***NuGrowth in Motion***

The same traits that make a good innovator are the traits that make a good marketer – especially in this day and age when the tools which enable you to communicate your value directly to all levels of decision makers in an organization are constantly evolving.

NuGrowth Solutions, a results-oriented, mature, B2B sales and marketing organization dedicated exclusively to new business acquisition through inside sales, business development and lead generation, embodies change from the top down. With an organizational culture which entwines the five qualities of an innovator (questioning, observing, experimenting, networking and associating) and embraces the concept that an individual and an organization can change an

Industry, we strive to make our clients growing competitive forces in their respective marketplaces.

"We are growing; our clients are growing – with new people, enhanced processes, new approaches, tools and market challenges. That is our way of life and all our communication, training and focus is on how to embrace it and exploit it," said CEO, Greg Tillar.

"We have the ability to look at the opportunities and challenges our clients are faced with from a different but totally vested perspective. This can lead to increased strategic and tactical dialog that provides a consistent plan for change and increased focus," he added.

### ***www.nugrowthsolutions.com***

In the spirit of change, NuGrowth recently unveiled a new website, which reflects our corporate evolution resulting from the continual drive for greater specialization and effectiveness in each of our practice areas.

Lead generation marketing is one area which we have grown and will continue to grow, as we take advantage of new tools in the ever-changing communications environment.

### ***Grow With Us***

If you have a passion for product development and the operational expertise to run your business, but are constrained by current sales efforts, NuGrowth Solutions can help. We'll bring the people, the energy and the innovative processes to take your organization to new heights in customer acquisition.

If you are interested in outsourcing some or all of your B2B sales and marketing activities and leveraging our expert team to increase revenue for your business, please give us a call. We'll show you how we can help.

<sup>1</sup> Dyer, Jeffrey H., Hal B. Gregersen, and Clayton M. Christensen. "The Innovator's DNA." *The Harvard Business Review*, December 2009. <http://hbr.org/2009/12/the-innovators-dna/ar/1>

<sup>2</sup> Kotter, John P. "Leading Change: Why Transformation Efforts Fail." *The Harvard Business Review*, January 2007. <http://hbr.org/2007/01/leading-change/ar/1>.

