

# BUILD AN ATHLETIC BUSINESS

*Three tips to make your organisation future-ready*

## 1. LOOK TO THE FUTURE

Most organisations are terrible at planning, looking only at the year ahead (business as usual), or occasionally disappearing off-site for some 'blue sky' thinking.

### **Be different**

Take half a day every six months to look at the near horizon.

### **Consider**

- What are the pressure points for your organisation & sector?
- How will the five macro trends affect your sector?

**Change:** Disruptive high frequency change appears on the near horizon  
**Choice:** Explosive growth in competition, supply, channels, and trends  
**Power:** Everyone can do more with less, augmented by technology  
**Speed:** Service expectations are rising, and they are highly portable  
**Shape:** Networks not monoliths are the format of the future

## 2. ACCELERATE DECISIONS

Information flows too slowly through most organisations, preventing them from responding to high frequency change.

### **Be different**

Shorten the path that information must travel, and remove obstacles

### **Consider**

Push power to the edge of the organisation. Let people at the edge take decisions rather than waiting on approval.

Eliminate unnecessary administration & automate everything repetitive/boring for workers

## 3. BUILD YOUR NETWORK

Future-ready organisations are curated networks of multi-purpose components not monolithic enterprises.

**Be different:** Look at your interfaces: how well equipped are you to be part of a low-friction, networked world?

**Consider:** What parts of your organisation could be shared? Where should you use others building blocks in your business?

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