

Marketing Resource



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Top Ten Waves That Can Impact Your Bottom Line And Tactical Maneuvers To Prevent Bruising

Waves impact business. In today's information age, we have access to a wide array of tools that help identify behavior with common features and prompt us to anticipate an oncoming wave. We frequently look at certain types of activities that repeat themselves but, just like waves, are never quite the same as those that came before. Understanding how to exploit change as opportunity is crucial to business success.

Business leaders and marketers tend to focus on external waves that fall into 7 general categories when making decisions. Equally important are three internal waves of maturity that all growing companies encounter. All ten waves have direct impact on market outlook and carry specific challenges regarding how employees interact with clients, co-workers and constituents.

External Waves

1. Economics / Spending
2. Technology / Tools
4. Demographics / Population Shifts
3. Market Saturation / Competitive Environment
5. Political Environment / Provincialism
6. Geography / Logistics
7. Environment

Internal Waves

8. Start-Up; Entrepreneurial Drivers
9. Growth and Structural Drivers
10. Maturity and Procedural Drivers





Qualifying Questions To Make You “Wave-Ready”

1. Where is your center of gravity?

Is more time spent reacting to receding water (market backlash) or to preparing for and handling oncoming swells?

Strategy

2. How long a ride do you want?

Are you looking for a short spurt or a long hang ten to shore?

Planning

3. How are the conditions?

Is it foggy? Can you see the waves? Is the tide right? Is it a little too rough (or calm) for your taste?

Market Research

4. Are you in shark-infested waters?

What threats loom beneath the surface?

Market Research

5. Do you have the right equipment?

Is the water too cold without a wet suit? Are you really ready for the long board? Is it waxed enough for proper traction?

Collateral

6. Do you know the terrain?

*Do you know where and when the wave is going to break? Do you know how to avoid the jagged rocks?
Are you following the lead of other wave riders?*

Public Relations

7. Can you handle the next one with ease?

*Did you wipe out?
Did you learn anything?
Ready to put that to use for the next big one?*

Information Management

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