

**Uspire Events**



# PROVOCATION THREE: REMAINING RELEVANT

# USPIRE LIVE

## FUTURE-PROOF YOUR GROWTH

WEDNESDAY 24TH APRIL, 10.00-16.00, MANCHESTER



FACILITATED BY CHESTER ROBINSON, USPIRE  
KEYNOTE SPEAKER DAVID SMITH, MD GLOBAL FUTURES & FORESIGHT

## Remaining relevant

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# 1. WITH CHANGE COMES RISK

- Root causes of decline in public firms:
  - 60% strategic risks
  - 30% operational risks
  - 10% financial risks
- Strategic risk is the failure to keep pace with market and societal demand.
- Digital modelling accounts for the disappearance of over half of the Fortune 500 since 2000.
- Most organisations only change when the risk of doing nothing is more than the risk of doing something - reacting, rather than driving growth strategically.
- Companies who are the most future-prepared are 44% more likely to outperform their markets.



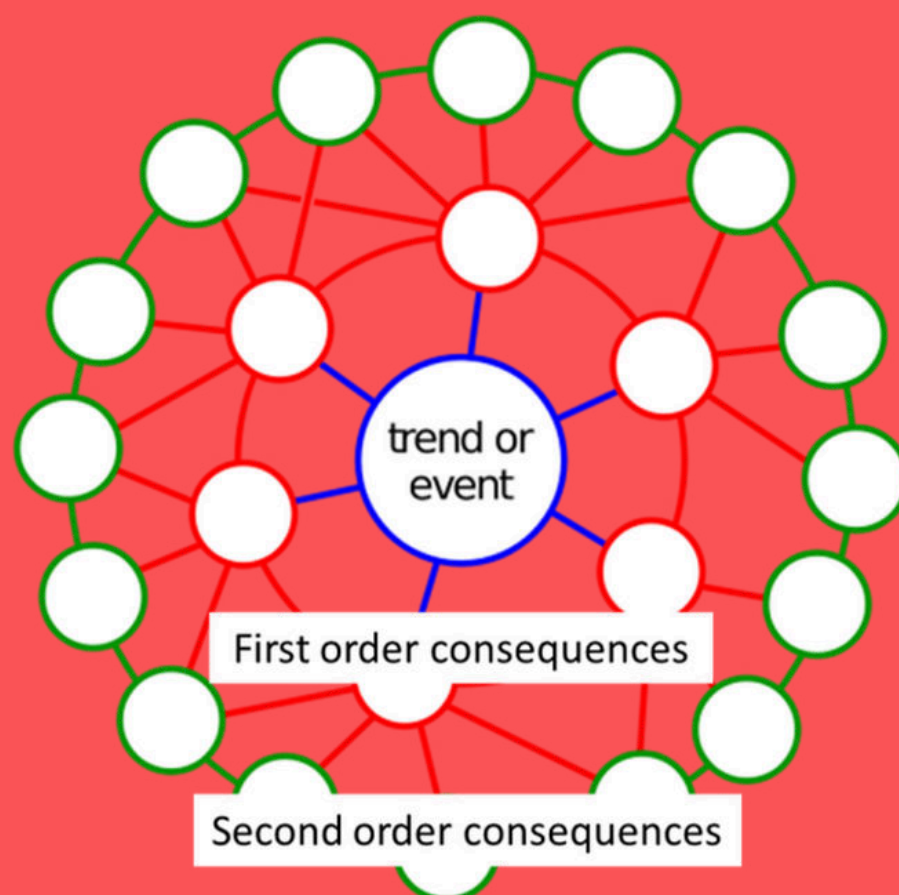
# 2.CHANGE IN WIDER ENVIRONMENT

- 92% of CEO's say their organisational structure must change.
- 85% of CEO's say internal obstacles impede company growth.
- Digital has accelerated a shift from product-centric to service-centric business models
  - Philips recognised the commoditisation of consumer electronics
  - Identified health data as new future
  - monetised the data set of 100m patients to create a huge new growth opportunity
  - shifted from product to service



# 3. PLAN FOR CHANGE

- Game-changing events or trends must be factored into strategic choice.
- What will be the consequences, intended and unintended, on your business?
- Use the futures-wheel to plan how you will need to respond to change.



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**Supporting your people through a transformational change-curve is hugely important.**

**Uspire can provide this support.**

**We help leaders make dramatic change.**

**Contact Chester Robinson to talk further.**

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