

10 Commandments for
Competing in
Turbulent Times

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Evolving Business Model

Industry Value Chain



*Production
Economies*

*Distribution
Economies*

*Search
Economies*

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1. SENSITIVITY ANALYSIS
 - Business Model
 - Customer Profitability
 - Cost Data
2. CAPTURE DATA DIGITALLY AT POINT OF ORIGIN
 - this is the true advantage of Start-ups over Incumbents
3. NEW CHANNELS = NEW SOURCES OF RISK
 - Server capacity
4. NEW MARKETS EMERGE
 - Small companies attracted to value proposition
 - Big/established players continue via traditional channels
5. MORE EDUCATED SALES FORCE REQUIRED

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6. DEVELOP VALUE LOOP

- Value Loop – return loop is total information
- Requires courage to listen

7. ELIMINATE CROSS-SUBSIDIES IN BUSINESS MODEL

8. I/T INFRASTRUCTURE IS KEY TO BUSINESS FLEXIBILITY

9. EXPERIMENT IF CANNOT PREDICT FUTURE

- Must change H/R practices to encourage

10. NEW TECHNOLOGY CREATES NEW BUSINESS OPTIONS

- Must re-invent business at pace of technology