

# Seize the Opportunity of Turbulence

## Innovate To Grow Your Business In Turbulent Times



**W**e are entering a new age: the Age of Turbulence. Caslione and Kotler, in their book, *Chaotics: The business of managing and marketing in the Age of Turbulence*, suggest that turbulence, risk and uncertainty are the more normal conditions of industries, markets and companies. This new normality is punctuated by periodic spurts or prosperity and downturn.

The world is more interconnected and interdependent than ever before. Globalization has led to an interlocking fragility in the world economy, while technology – computers, the Internet and mobile phones – enables customers and competitors to share information faster. So, in industries all over the world, the pace of change is accelerating.

This normal condition of turbulence has two major effects. One is Vulnerability, where external market changes clash with limited resources to create seemingly impossible problems that your customers cannot solve. These impossible problems happen to you, to your competitors and to your customers. If you can solve your impossible problem faster than your competitors, then you

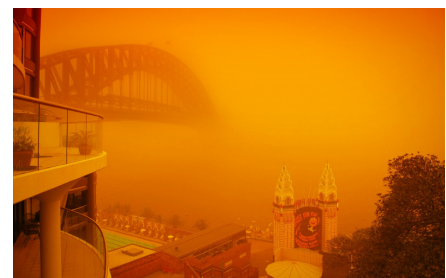
can gain a competitive advantage. If you can solve your clients' impossible problems, then you can capture financial value.

As Adam Brandenburger and Barry Nalebuff said, "The essence of business is creating value for your customer so that your company can capture financial value". In short, creating value for your customer means helping them produce better results so you can capture greater financial value through higher sales, higher margins or lower costs.

Our experience shows that the moment you identify an **impossible problem** for your customers, two things happen. Firstly, they want the problem solved. Secondly, the problem creates an enormous opportunity for your business. This opportunity often means that you have to change elements of your business to be successful. This is both good and bad news.

It is *good news* because the opportunities of today often change your market. This means a simple breakthrough idea can redefine how your customers purchase from you.

It is *bad news* because every impossible problem you solve for your customer means that your business will need to change.



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**Adam Brandenburger and Barry Nalebuff**

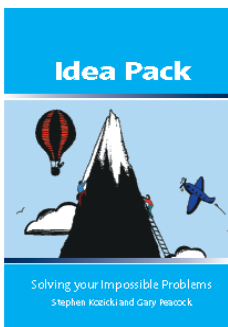
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A great company is much more likely to die of indigestion from too much opportunity than starve from too little. The challenge is choosing opportunities not creating opportunities.

**Jim Collins (Good to Great)**

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In your business you will face increasing pressure to produce more for less. More with less time, more with less money, more with less people. You will be faced with seemingly impossible problems more and more often, so you need a tool to help you solve those impossible problem, and solve them fast.

## One day Workshop:

### Solve Your Impossible Problems®

To help your business capture value by identifying Impossible Problems and selecting the best innovative idea to pursue, we have created a one day workshop. The Solve Your Impossible Problems® workshop will teach you to generate breakthrough ideas—fast.

Continually striving for new ways of doing business will keep your organisation thriving in turbulent times. Not simply solving new problems as they arise, but rather renewing the organisation when there is no pressing need.

## Using a Unique Practical Tool: The Idea Pack©

The process for the one-day workshop:

- Learn from the past
- Generate ideas for future action
- Choose ideas for future action

For the workshop, we use a practical tool to generate ideas and to select the best ideas: the **Idea Pack©**. This pack is designed to fit in your briefcase, your handbag or your laptop case so you can use it in your office, on a plane or in a client's office. The Idea Pack© is designed for **solving business problems**.

The tool promotes both left and right brain thinking. Right-brain thinking is good for generating lots of ideas. Left-brain thinking is good for picking the best ideas to work on.

Without left-brain thinking, teams will just generate a long list of interesting ideas. Most businesses, have limited resources (time, money and people) to exploit ideas. So, after creating lots of good ideas, it is critical to use the tool to help choose the best idea to work on.

The Idea Pack© promotes strategic and creative thinking. Questions connect with both left-brain thinking and right-brain thinking while the pictures connect with right brain thinking.

The cards capture years of experience of working with senior managers around the globe on strategic issues. The Idea Pack© is a collection of the most effective ways of identifying strategic issues in business problems from many industries and exciting projects.

The Idea Pack© encourages people with different communication and thinking preferences to work productively on business problems.

## Benefits

This workshop will develop breakthrough ideas that will allow decisions to be made quickly and it will create:

- [Value for your Clients](#)
- [Value for your Team](#)
- [Value for your Business](#)

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Help your business thrive in turbulent times, call us to organize a tailored Solve Your Impossible Problems® workshop.

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