

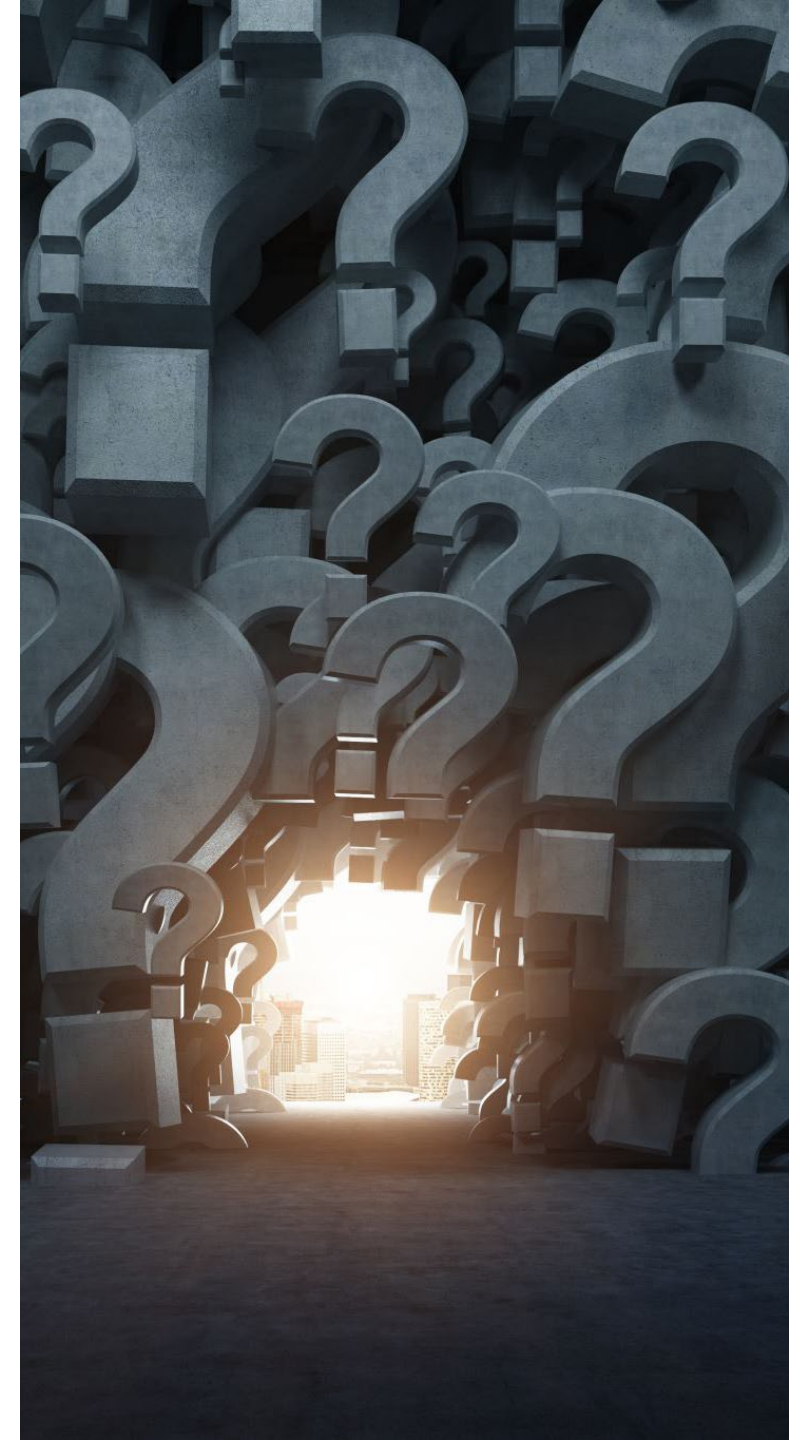
— SENSE & RESPOND

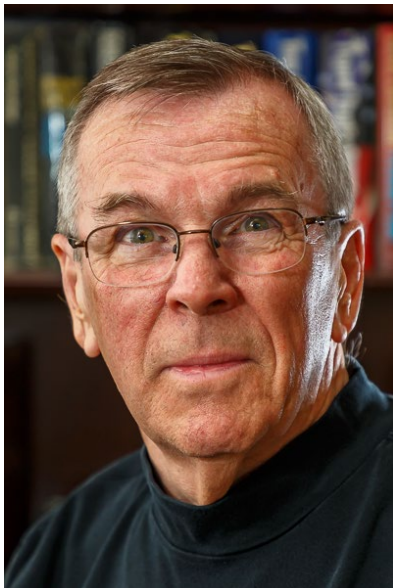
or become

IRRELEVANT

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February 21, 2023

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Bill Welter

- U.S. Marine
- Engineer
- Consultant
- Author / educator

— PREMISES

**Creative Destruction
Exists**

Life cycles are destiny



— Creative Destruction is AMORAL

... Not good

... Not bad

It just exists

**Evolve at least at the pace of change
or become irrelevant**

**Face the
brutal fact**

It happened to the big guys

....

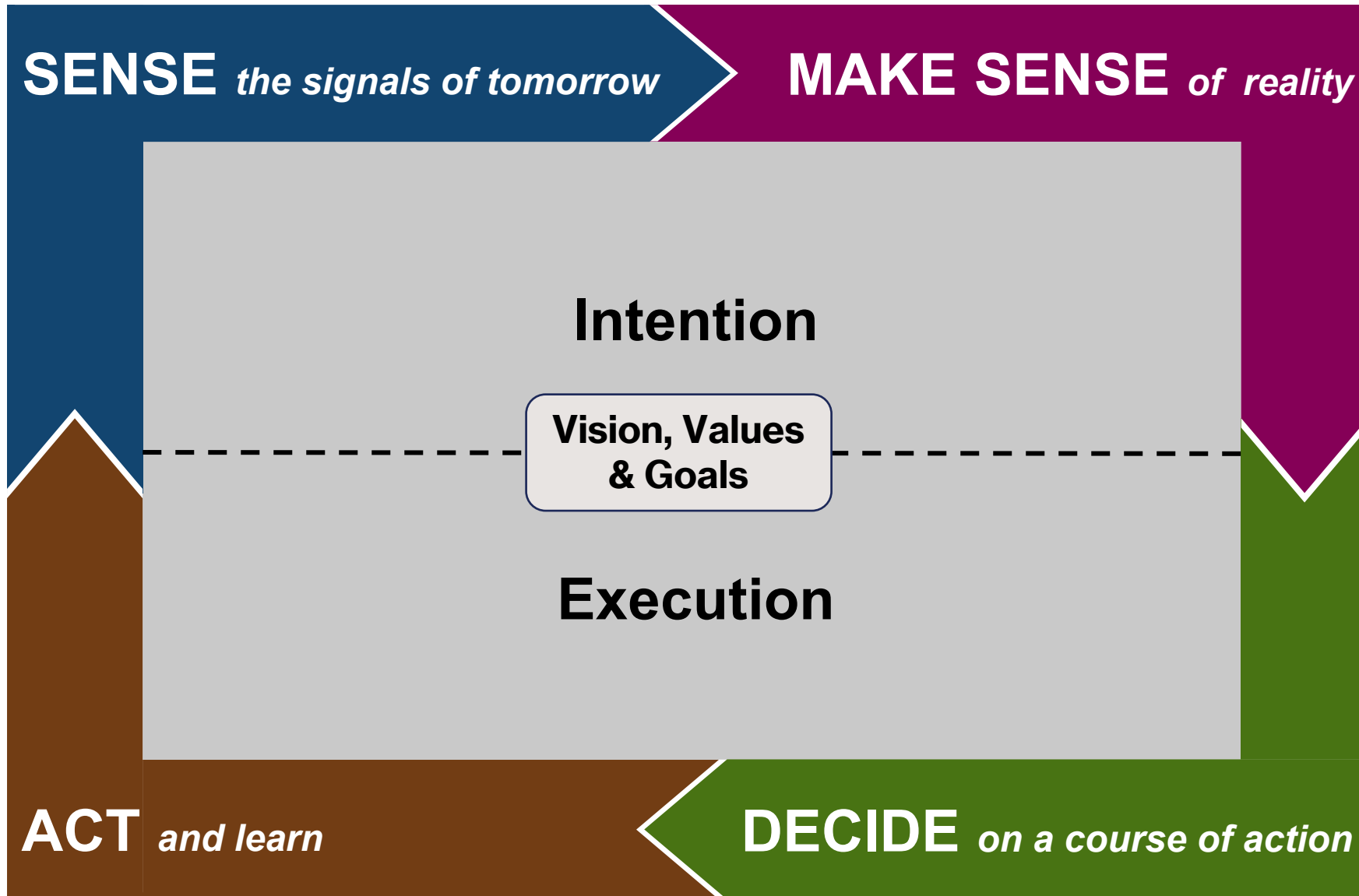
The U.S.A. WAS the manufacturing
“arsenal of democracy”

Sears WAS the Amazon of its day

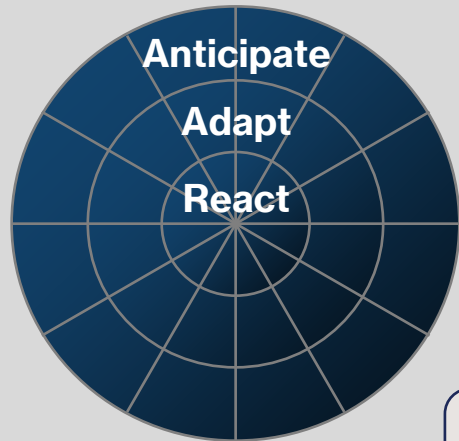
Motorola WAS the leader in cell
phone handsets

Tesla HAD 71% U.S. market share

Run this cycle “fast enough”



SENSE *the signals of tomorrow*

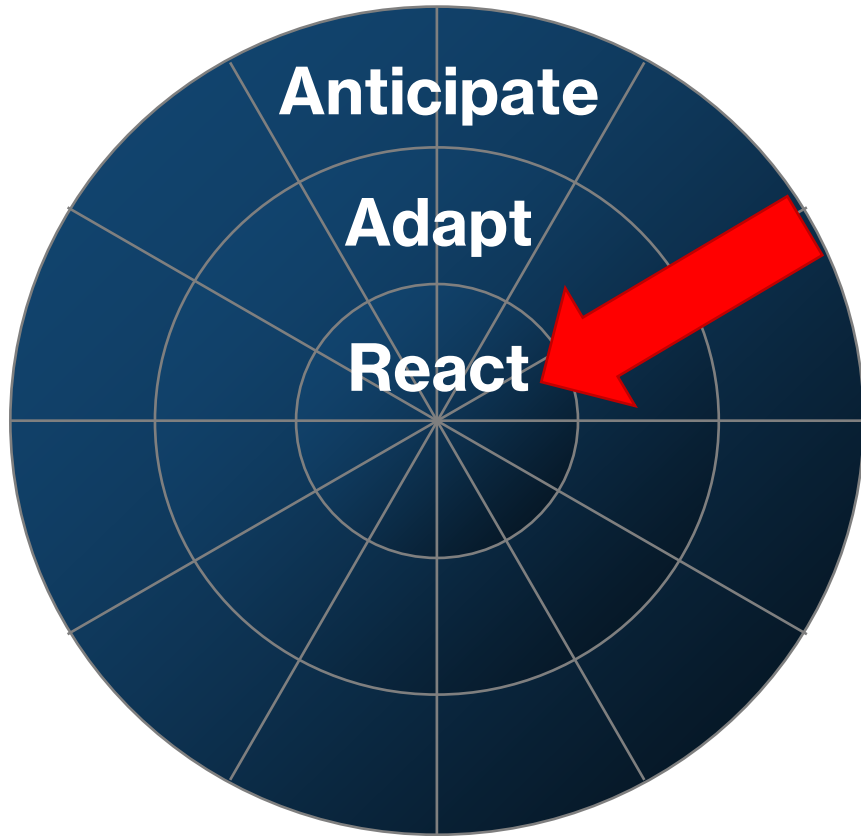


**Vision, Values
& Goals**

Think Across Time

1. **React to today's challenges**
2. **Adapt to important trends**
3. **Look for clues and anticipate**

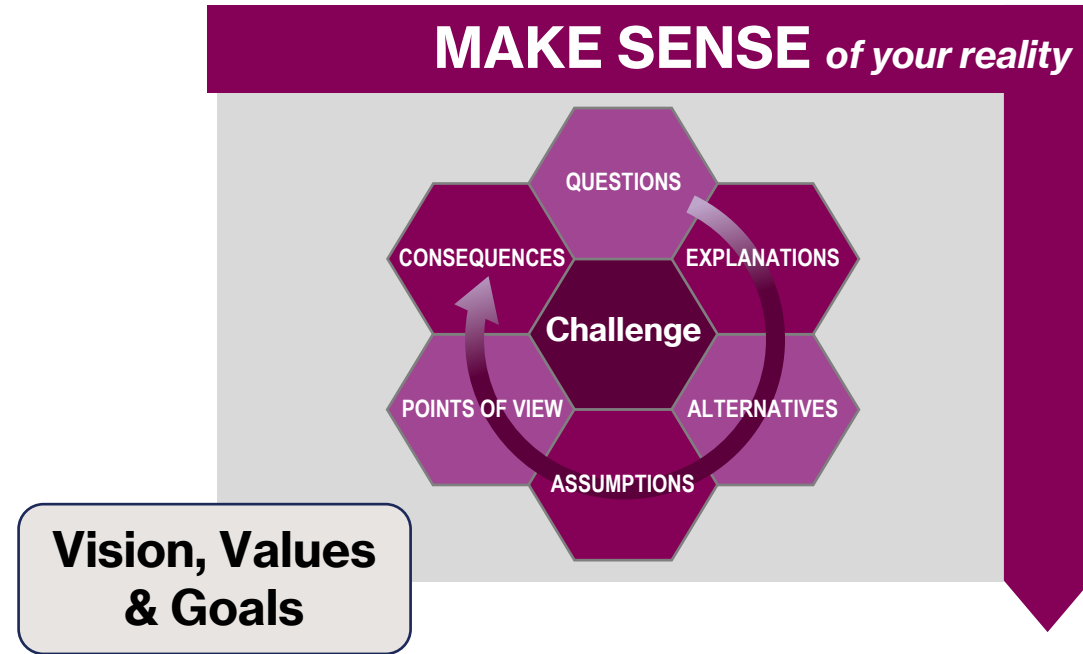
Where do you spend most of your time?



QUESTION

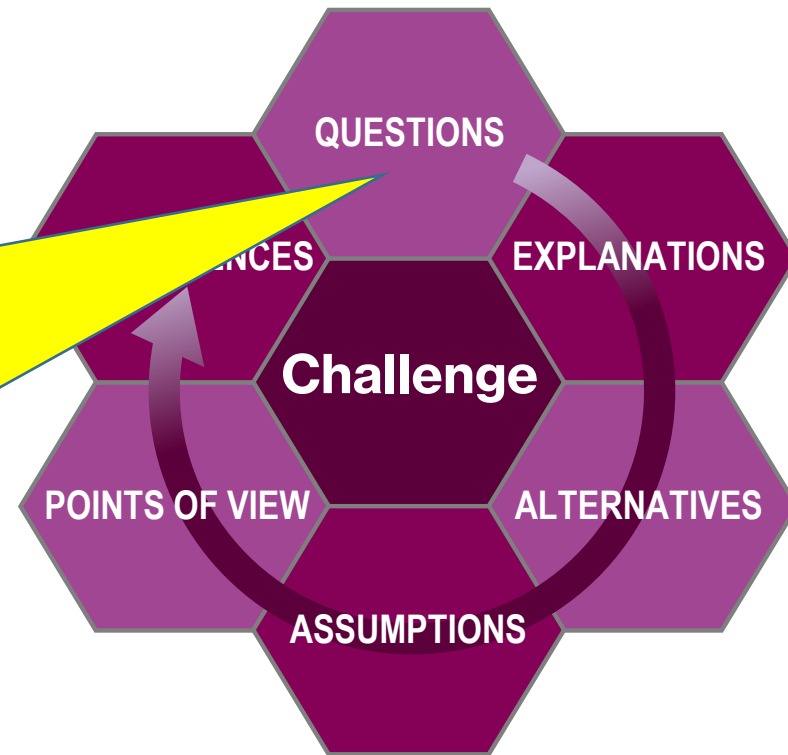
**What's on the edge
and coming in FAST?**

**Spend “quality
time” thinking
carefully about
your mental
radar screen**



Start with **questions**
(Here are six key questions)

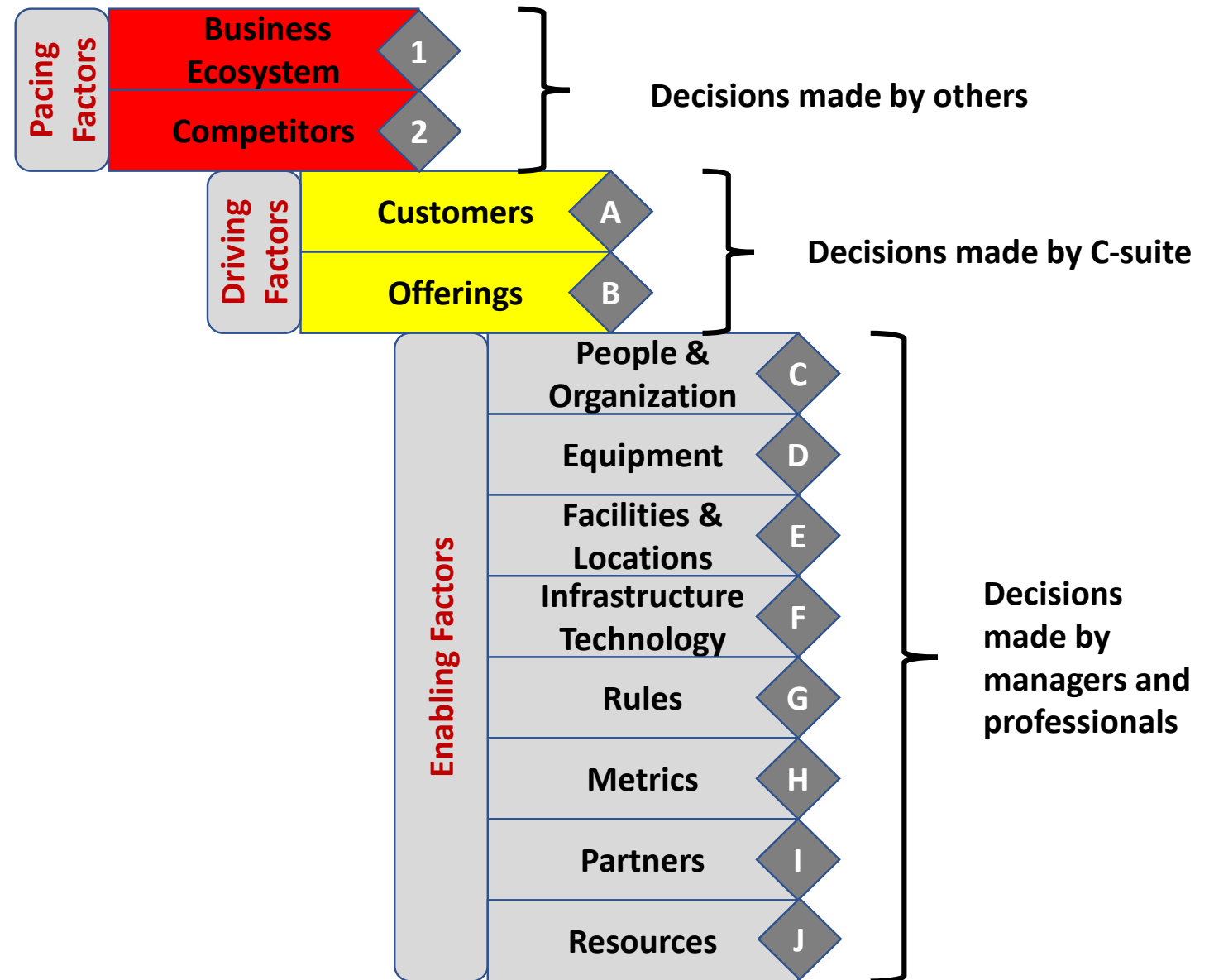
1. Where are we?
2. Where are we going?
3. Why are we going there?
4. What should we change?
5. What can we change?
6. What will we change?





ASSUMPTIONS:
the “high blood
pressure” of
your strategy

WHAT ASSUMPTIONS ARE YOU MAKING ABOUT



QUESTION

What assumption are you making about your business that will damage it if you are wrong?

Can you name 10?

**Vision, Values
& Goals**

Decision

- **Learn from others**
- **Accept enough risk**
- **Have a clear process**

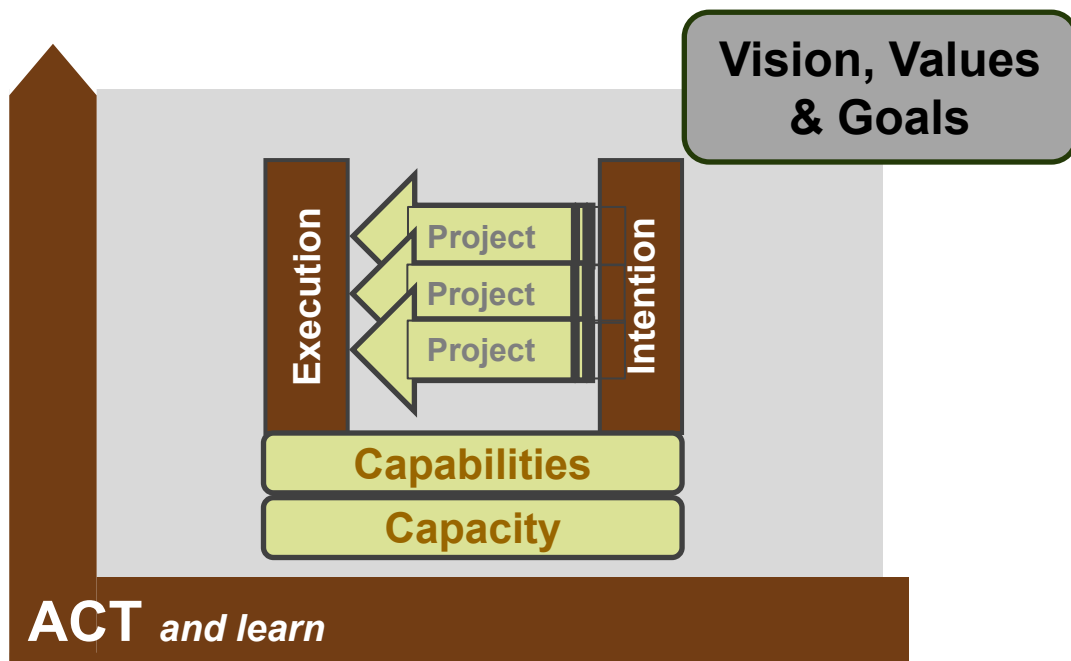
DECIDE *on a course of action*

Risk: Think about the yellow zone

Imminent				
Likely				
Possible				
Rare				
	Not too bad	Kinda Bad	Bad	Wow! Bad!
Likelihood				

Need managerial courage!

Consequence



MindPrep Resource Center

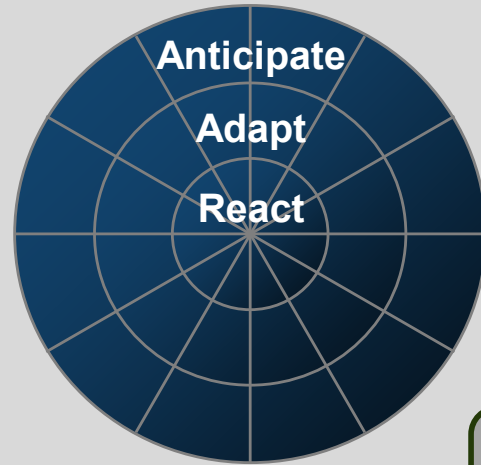
Three Questions

How good are your project leadership skills?

Do you have the capabilities needed for TOMORROW?

Do you have the capacity to grow?

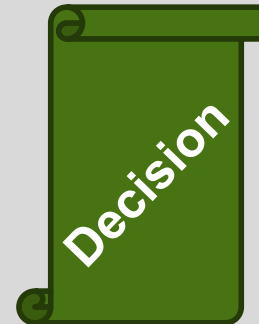
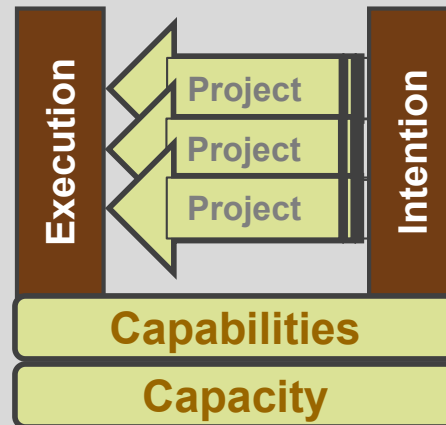
SENSE *the signals of tomorrow*



MAKE SENSE *of your reality*



Values, Vision,
and Goals



- Learn from others
- Accept enough risk
- Have a clear process

ACT *and learn*

DECIDE *on a course of action*

Questions: now or later

Coffee and conversation?

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MindPrep Newsletter? Call me or go to mindprep.com and connect.