Release your Potential in 2017 and Embrace New Career Opportunities & Development

GVA MBA Alumni Career Coaching event

Beau-Rivage, Geneva – March 16, 2017
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Observation

**Observation**

Problem To Be Fixed

Risks? «Risk!»

The Solution

How Does A Company?

Method

Porter’s 5 Forces

Examples

For Our Pleasure

My Daily Inspiration

To Read

Thank You
Problem to be fixed

Global survey +1’000 CEOs (Strategy&)
- 61% (78% USA) concerned about speed of technological change in their industry
- 45%: their company entered a new industry last three years (2014-16)
- add. 23% considered doing so → 68%...!

Airbnb (2008): 90 mios users, +34’000 cities → +$10bn → XXX mios lost to hotels
Uber (2009): 480 mios users/yr, 450 cities, 85% hailing market share (USA)
Amazon (1994): +310 mios users, +65% print + digital books market share (USA), $857 net income (2016)
Slashers: https://www.fastcompany.com/3006473/slashers-when-your-career-three-careers

(Next) To be disrupted industries → look for economic rents / bad quality of product or service / savings thanks to digitalisation
Risks? “Risk!”

In order to climb up the hierarchical ladder, we had to learn to use *yesterday’s tools and attitudes*. We still (have to) use them.

The next generations (*Y and Z*) are already on the job market, with a completely different skillset: digital, social networks, *quantitative + sharing, green*

Our generation (30 – 50) risks being left out from CXO, very soon – confirmed by coach (their clients)

→ what REALLY is your biggest risk?

And what about EGO?
The Solution

AGILITY

Mental Learning (Lean)
How does a Company fix the problem?

Apply Corporate Strategy + Business Development tools → individual STRATEGY

Be curious and humble

Be open-minded

READ, LISTEN, TRAVEL the world (Asia – Africa – LATAM,...)

Be FLEXIBLE

Take RISKS + innovate – make (financial) sense

Work hard + be pro-active and creative → prioritize!

NETWORK!

Learn to say YES

Learn to say NO

Carve out at least 1 niche

Become a slasher -> diversify risk
Method

Corporate Strategy

WHERE to go?

Vision – Mission – Values ➔ «it makes sense» / coherent

Perform industry/competition analysis

Porter’s 5 forces: who makes money? ASK questions

Resources + capabilities

Network

Business Development

HOW to get there?

Target segments: what do they need / want + channels

Corporate Finance / Valuation

Run MARKET TESTS also DIGITAL

KSFs + KPIs
Porter’s 5 forces

- **Moderate-High** Bargaining Power of Suppliers
- **Low-Moderate** Rivalry Among Existing Competitors
- **Low** Threat of Substitute Products or Services
- **Low** Threat of New Entrants
- **Moderate-Low** Bargaining Power of Buyers

**Observation**

**Problem To Be Fixed**

- **RISK**?

**The Solution**

**How Does a Company?**

**Method**

**Porter’s 5 Forces**

**Examples**

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**Porter’s 5 Forces Examples For Our Pleasure My Daily Inspiration To Read Thank You**
Examples

CEOs
«Difficult to understand where we must go»
«How to change?»
«Employees not flexible, not engaged enough»

→ BE PART OF THE SOLUTION – see OPPORTUNITIES (MOOCs, coursera)

Coach
«Break your own limitations!»
«Go with the flow, even if our days may look a bit scary»
«There’s a lot of confusion»

Concrete examples
Not listening to clients’ feedback RS / Energy
Change management: working in silos → leadership + creativity
«Stay foolish – stay hungry!»

HAVE FUN

7:49 – 8:40, 12:15 – 12:43
https://www.youtube.com/watch?v=D1R-jKKp3NA
https://youtu.be/KvA_4YkGNXc
“Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.” Steve Jobs
“Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes...
the ones who see things differently -- they're not fond of rules...and
they have no respect for the status quo...

You can quote them, disagree with them, glorify or vilify them, about the only thing you can't do is ignore them because they change things...

they push the human race forward, and while some may see them as the crazy ones, we see genius, because the people who are crazy enough to think that they can change the world, are the ones who do.”

Steve Jobs
To read

Joichi Ito & Jeff Howe (end 2016): *Whiplash. How to Survive Our Faster Future*

«A postcard from the future»

Jeremy Rifkin (2015): *The Zero Marginal Cost Society. The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism*

Thank you for your attention

My **business cards** are on the table, with email  
My **presentation** will be online as .pdf

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Contact me if:

- you know another great book that changed your view of the world  
- need help and/or contacts with your start-up (idea)  
- want Corporate Strategy or Business Development services  
- if you think I can be of help
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