



5 reasons why your  
business WILL change....  
Are you ready?

## The Death of Business as Usual



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# The End of Business As Usual

I can say with 100% certainty that business as you know it is obsolete. Buckle your seatbelt.

There was a time, not so very long ago, when companies only confronted a major change every five to ten years. Change has now become the new normal. We are constantly being bombarded with new information, new opportunities, new tools, and new ways of thinking about our business. It's important to be able to ride that wave of constant change in a strategic and graceful way.

This has made change consultants like me much more important to business success. Business professionals simply cannot absorb it all themselves. There are a vast array of industry disruptions and sources of rapid innovation that we as business owners need to master, and they are driven by new realities such as these:

**1. Technology Convergence.** When I was a child, my family had one television set. It played programming from three networks. That was it. We had a telephone. It was nailed to the kitchen wall. If we weren't home we couldn't receive or make a call. And we didn't make many long distance calls because they were really expensive. When I got a little older I had a radio, but if I liked something I had to physically go to a store to buy a copy, and I could only play it on the stereo in my living room. I had a typewriter. If I wanted to make any changes to something I had written I basically had to start over again at the beginning. If I wanted to see a movie, I had to go to a movie theater. And the Internet hadn't yet been invented by Al Gore.

**"Anyone who is not constantly researching and exploring new best practices will get left behind."**

Now all of that has changed. All of those capabilities are available to us in a computer about the size of a book, and we can carry them around on a hand held device that looks kind of like a Star Trek tricorder. All of those different technologies have come together. We have a lot of information available to us in a lot of different forms, on demand, from virtually anywhere on the planet.

**2. Information Filtering Age.** It's been said that we are in the Information Age, but I would argue that is no longer true. The Information Age is over. We are now in the Information Filtering Age. Everything I am going to tell you today or anything you could possibly want to know about any topic whatsoever you can find somewhere on the internet. If you go to a search engine you can probably find 100,000 pages of information or more. What's of even greater need because of that embarrassment of riches is to be able to filter it to just the little tiny piece that is the most important, most valuable solution to your question. One of the most critical roles that I fulfill for my clients is that I am a filter. I am constantly seeking out new approaches that are going to be the best practices specifically for them.

**3. Networking.** The next area that's had a huge impact on us, and that I think is still unfolding, is the importance of networking. This is true from the individual contributor and entrepreneur all the way up to the global economy. So at the individual level we are able to make connections, meaningful business connections, with other people who help us get our work done. And these connections very often are not local. I know in my own case I have significant business relationships and people who work with me, some of whom I've never met face to face – ever. They are distributed across four states coast to coast and two continents. And just as this is true of our colleagues, it is also true of our markets. We are no longer bound by our geography in reaching out to those who are most inter-

ested in what we have to offer. We are a globally integrated economy. So interconnected that it's possible now for the banking industry on a tiny Mediterranean island to go into distress and freak out investors in the United States. So interconnected that China's domestic policies on the number of children allowed per household have ramifications for resource competition, pollution, climate change, political stability, fiscal policy and prosperity – worldwide.

**4. Lifelong Learning.** We are now in an age of lifelong learning. The day when you could go to school, learn what you needed to learn, get a degree, and be done with it is over. There are many industries where ongoing certification – particularly in high tech and in the biotech industries – has been a matter of fact for a long time. That's filtering increasingly into other industries – such as my own – where anyone who is not constantly researching and exploring the new best practices will get left behind.

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**5. Mindset.** The final area that's having a huge impact is what I would call mindset or the inner game of business. We used to not talk about this very much. A lot of business people, particularly at the higher levels, thought that this was much too woo-woo and if you brought it up this made you a tassel on the lunatic fringe. But the science of positive psychology, high performance psychology, the neuroscience of creativity and problem-solving, the mind-body connection and how we can use our mind to release stress and increase performance, and how our physical state affects our mental and intellectual performance, are collectively one of the cutting edges in business performance today. Those who are paying attention to these topics, implementing the ones that make sense for themselves and their teams, suddenly find that they have a huge competitive edge.

The companies that are tackling issues such as these proactively are the ones who innovate and grow most gracefully. That doesn't mean it's easy. Change is messy and complicated, and it almost always involves a willingness in the short term to cross what feels like a “valley of death” where the old ways of operating are gone and the new ones don't work very well yet. This is when a lot of change initiatives falter and organizations go back to their old comfort zone, managing change reactively when it can't be avoided any longer. But that's no solution. If you just sit there your more nimble competitors will happily run you over.

**If your company is facing some challenges or growing pains, contact me to explore how I can help you create the right strategy for success, reduce the risk of failure, accelerate your time to capability, and maximize your ROI.**

## Get in Touch With Us

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