

WHAT IS REINVENTION? WHAT'S THE BEST WAY TO BEGIN?

DON'T MERELY HAVE GREAT MEETINGS. BE CLEAR ON WHAT YOU WILL DO DIFFERENTLY ON MONDAY

Reinvention is the practice of successfully moving your organization from where it is to where you need it to be. Peter Drucker is the key to success because he was the only person to show how to do this better and faster in today's knowledge age.

IMPORTANT DRUCKER QUESTIONS WHEN REINVENTING:

Strategically:

- 1) **What is your business:** Do you have a clear product and service menu?
- 2) **Who is your customer:** Do you have a single view of your current and prospective customers?
- 3) **What does your customer value:** Does what you are selling match up well with what your customers are asking you to provide?

Operationally:

- 1) **What is not successful that you should stop doing:** What can you stop doing that is taking resources away from what you should be doing?
- 2) **What is working well that you can expand:** What is currently successful that can grow faster with added attention?
- 3) **What are you not doing that you need to start:** Once you have stopped work and expanded on your successes, what is needed to build an even better relationship with your customers?

BV helps make reinvention easier:

- 1) **Reinvent Your Enterprise** -- this book defines the "how to" of reinvention
- 2) **Strategic Profiling** -- this individual and group reinvention tool makes key invisible insights visible, to accelerate and improve personal and team performance
- 3) **Action Planning** -- this is the best way to integrate and activate cross-functional knowledge to improve critical reinvention initiatives
- 4) **The Brand Velocity System for Sustainable Performance** -- integrated with the above, this is the only true reinvention-oriented project management life-cycle