

Life after

The economic crisis of 2008 to 2012 was one of the most dramatic in history – global in scale, with discontinuous impact, it changed everything. We woke up to the dawn of a new business world.



Peter Fisk describes the business world after the economic crisis.

Financial downturns are turning points in markets. They result in success and failure. There are those who respond positively through smarter focus, stronger differentiation, and resilience. And there are others who close their eyes, hope that the storm will blow over, and that afterwards life will return as it was.

How did your world change?

Downturns change markets for good. They shape attitudes and priorities, they shake up competitors, and they create great uncertainty and pain. The longer and deeper the downturn, the greater the impact. However markets emerge from the storm with new structures and new drivers.

Future winners are those who seize the turning points to drive innovation, change the way they work, and focus on the new priorities. Their leaders have their heads up, not heads down. They provide direction through stormy waters. They combine a disciplined focus on survival, with a more imaginative approach to winning.

Whilst markets have struggled with recession, bailouts and inflation – some companies thrived. From Aldi to Amazon, iPhones to Nintendo Wii, there were still opportunities to succeed.

What did the winners do?

We explore what the world will look like after the crisis – possibly in 2010, more likely 2012, or perhaps we will have to wait until 2015. What will have changed? How will it be different?

We describe the companies that came through the crisis and did better than others – what they did to survive and succeed, how their leaders made a difference, and what we can learn from them – and implement now before it's too late.

Agenda

Opening : world changing (video compilation)

- **What happened?**
 - The crisis was the crying pains of a changing world
 - Tectonic shifts in power, consumption and investment
 - Market reshaping, sector convergence, brand transforming
- **How is the world different now?**
 - New power, sustainable markets, customer inversion
 - New priorities, consumers and business, local and global
 - New businesses, collaborative enterprises and market networks
- **Who survived and thrived?**
 - The adapters – Avon, Baidu, The Cooperative, McDonalds, Zara
 - The connectors – Amazon, Confused, Google, Li & Fung, Linked In
 - The rethinkers – Air Asia, Grameen, Nintendo, Obama, Zopa
- **Why did they succeed?**
 - Rethinking strategy – adjacent markets and selective focus
 - Rethinking innovation - business redesign and sustainable fusions
 - Rethinking competition - customer inversion and network creation
- **What did their leaders do?**
 - Reduce (efficiency), refocus (adaption), rethink (innovation)
 - Vision and direction, focus and action, surfing and improvising
 - Listening and connecting, inspiring people with courage and hope

Closing : inspired leaders (video compilation)

Profile

Peter Fisk is a best-selling author and inspirational speaker, an advisor to leading companies around the world and an experienced business leader.

He grew up in the remote farming community of Northumberland, in the North East of England, and after exploring the world of nuclear physics, joined British Airways at a time when it was embarking upon becoming “the world’s favourite airline” with a cultural alignment around customers.

He went on to work with many of the world’s leading companies, helping them to grow more profitably by becoming more customer-centric in their structure, operations and leadership. He works across sectors, encouraging business leaders to take a customer perspective, and learning from different types of experiences. His clients include American Express and Coca Cola, Lastminute.com and Marks & Spencer, Microsoft and O2, Orange and Red Bull, Shell and Virgin, Vodafone and Volkswagen.

He was also the transforming CEO of the Chartered Institute of Marketing, the world's largest marketing organisation. He led the strategic marketing consulting team of PA Consulting Group where he developed an integrated consulting approach called *Customer Breakthrough*, was managing director of specialist measurement firm Brand Finance, and partner of The Foundation.

Peter now leads the Genius Works, a strategic innovation business that works with senior management to “see things differently” – to develop and implement more inspired strategies for customers, innovation and marketing. *The Genius Lab* is a facilitated innovation process for developing new business and customer strategies based on deep customer insights and creative thinking, *Zoom Ventures* bring together business investors and social entrepreneurs, and *The Fast Track* is a coaching and personal development programme that combines leading edge learning with fast practical solutions for implementation.

He was recently described by *Business Strategy Review* as “one of the best new business thinkers” and is in demand around the world as an expert advisor and energising speaker.

Peter's best-selling book *Marketing Genius* explores the left and right-brain approaches to competitive success, and has been translated into more than 25 languages. *Business Genius* describes the challenge for business leaders of sustaining business profitability and growth through turbulent times. His next book *Customer Genius* defines an outside-in approach to building a customer-centric business (published in March 2009), and this will be followed by *The Good Growth Guide* which explains how to grow your business, whilst doing good ethically, socially and for the environment.

peterfisk@peterfisk.com
www.theGeniusWorks.com