



Business Value Laws - Direction for Change



A business owner recently said, "We need to change or we will be out of business in the next few months!" I have been in this situation before. And know what these words and feelings could do to a business without direction for change.

Things happen. Sometimes forcing management to look ahead. We are all in a new launch, fad or long-term trend. How are we analyzing these on-going forces while directing change?



Years ago managers and CEOs did not want to say the word, "change." The word still has some negatives to employees. Yet, security of "no changes here" simply does not work. Reality of the labor force, market place and competition means something is going to take place.

Some managers still base change on financial numbers- getting better performance or productivity. There are a lot of sincere efforts out there based on gross sales or another yardstick that is so general that even salespeople know there is more than the number itself. Certainly there are unique complexities from past management experiences, but ultimately financial indicators boil down to ratios. Not what is crucial to employees and potential customers (customers).

Understanding unique needs of employees and potential customer is basis for any change. It gives direction even to the most head-strong business owner or shy marketer. Analyzer I assists change agents identifying motivation words for organizational and messaging.

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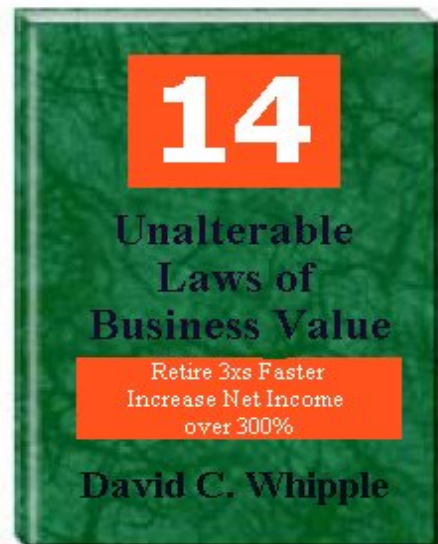
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Why 3xs more return?

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