
Change is a Technological Journey, Make Sure You Have the Right GPS Coordinates

Let us welcome the era of continuous change. Flexibility vs. rigidity, adaptation vs. adherence, and leadership vs. management are the philosophical transitions that many business chiefs – CEO, CFO, COO – now recognized as imperative to future growth and sustainability. No longer are the chiefs of industry thinking in terms of doing things faster, doing things cheaper and doing things better. It may be that they at long last are just logically thinking.

Why? Because “things”, the **Internet of Things (IoT)** have changed how to think, and the continuous improvement model that most companies practice today is no longer economically feasible. Our focus must shift to leading our organizations through a *continuous change* in order to raise awareness around the importance of innovation, thought leadership, and challenging current products and practices (e.g. things) in order to change the pace of competition. This means understanding the technology continuous changes and the practice of not accepting that beta takes too long and misses the boat!

Meaning using the latest communications technology which is focused front and center on the Smartphone. Utilizing contextual marketing reach with proximity factors, geo-fencing, and enhanced QR Codes. The innovation of Low Energy Bluetooth (BLE) has changed our communications connection right down to the single square foot, with a reach second to none with proprietary hardware, software, and marketing technology.

Reaching our clients and potential customers is more than placing advertisements in newspapers and magazines, radio, television or the Internet as banner headlines or pop-ups. There is but one device that is virtually in everyone’s hands, the Smartphone is a receiver of notifications. Relevant notifications that assist us all.

Today’s competitive marketplace is driven by the consumer who dictates the value of goods and services, dictates acceptable performance levels regarding the delivery of goods and services, and dictates where they want to purchase their goods and services.

The power of contextual marketing is in the palm of their hands with the Smartphone carried by the majority of us. Everyone searches for competitive information, services and pricing. The Smartphone is their security blanket for the tree of knowledge.

So how will business compete with their consumers? They can’t and shouldn’t, because if they win the competitive battle they effectively eliminate their consumer base. It’s a lose-lose situation. It’s time to redefine the game. It’s time to focus on a leading continuous social change technology machine.

The key to business growth lies within the four 'C's:

1. **Customer-based** – Growing your business means gaining new customers while retaining existing customers with a continuum of communications, via mobile apps, websites, proximity beacons, enhanced QR codes and geo-fenced notifications
2. **Competition-focused** – Mirroring the competition is not enough; sustainability of your business requires true innovation that produces a superior product (cost, quality, lead-time)
3. **Capital management** – Minimize the fixed costs within a single location and share the cost of capital throughout the corporation, in effect extending the company's overall market base
4. **Community support** – Longevity of your operation is contingent on gaining the support of your community through employment, talent management, investments and innovative solutions

Leading continuous change is a model that looks for significant patterns within each of these four areas of business management.

Additionally, leaders should be reaching out to the community through "innovation fairs" where people can come and present their ideas on how American businesses can grow, cut costs and conserve natural resources. Although most of us have realized our obligation to create a safe and eco-friendly manufacturing environment and to provide job security as part of the economic chain, seldom do we reach out for support from that community in which we offer security, purpose, and belonging. Business leaders have always had a voice in the community. It's time we leverage that voice and begin asking for their help. Together we will rebuild our economy.

My intent is to spawn discussion regarding a new, more adaptive business model for American businesses to begin rebuilding our economy. The concepts of "continuous change" are focused on the future and led through innovation and thought leadership rather than mimicking others who have been successful in a different economic environment. There's nothing familiar about these waters in which we tread and struggle to remain afloat. The economy is different, our consumers and their spending patterns are different, and the industrial world that surrounds us is different. It's time we adjust our horizons and lead through continuous change.

Nicholas Ashton
CEO
ProxComm Technology

Telephone: U.S.A: (515) 200.7068 or (330) 366-6860 U.K.: 0207 1019247

www.proxcomm.technology

Email: connect2us@proxcomm.technology

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<http://www.proxcomm.technology>

Email: proxcomm@proxcomm.technology

Telephone: USA: +1 (515) 200-7068 or (330) 366-6860 UK: 0207 1019247

