

Creatures of habit

March 2011

Can people really be categorised, labelled or pigeonholed? While we like to consider ourselves to be complicated creatures, if you put enough of us under the microscope patterns start to emerge. These predictable habits are what business models are created from, and it's the value discipline business model we're looking at today.

This month as an added benefit to our readers, we are delighted to feature a guest article from one of the UK's leading financial experts; coach to the rich and the famous. Written especially for Incisive Edge, Paul Overy shares with you [The Tricks of the Rich](#) to help you [keep more of the wealth you create](#).

A crude indication of business success is, of course, when you sell more than anyone else does. And recently Microsoft's Kinect for the Xbox 360 was officially announced to have become the fastest selling electronics device ever, surpassing Apple's iPhone and iPad, which I'm sure gave the board at Microsoft something to smile about.

Microsoft seems to have understood with crystal clarity what the gaming market was looking for and given them just that. Their success in this area has come from innovation and calculated risk taking, which we can only applaud.

So what's next?



What do they truly want?

To understand the best way to build your business you must first understand what your customers are expecting from you. The value discipline business model suggests that there will be a majority of your customers that will be looking for one of three fundamental value disciplines - operational excellence, customer intimacy or product leadership.

To find out more about the value discipline business model and how relevant it could be to your company's success take a look at our latest article ["Know your customer to know your business"](#).



Implementing a new business model

When you decide that the way forward for your business is to rethink the way you approach your customers' needs, it's important that you go into the process with your eyes wide open. No decision that could fundamentally change your organisation should be taken lightly, or without all the proper research and analysis.

Our article "[What do your customers value?](#)" gives an insight into the reasons for considering the value discipline business model and embracing change.



Tip of the Month

Change is inevitable in any business. Don't resist it - run with it, analyse it and justify it, but don't ignore it or your competitors will pass you by and your customers will find somewhere else to shop for what they need.



Joke of the Month

The price of knowledge

A man walks into a management consultant's office and enquires about the rates for undertaking an assignment.

"Well, typically we scope, structure and plan the assignment in advance, and charge 40,000 (plus expenses) to answer three questions," replies the consultant.

"Isn't that ridiculously expensive?" asks the man.

"Yes," the consultant replies, "and what was your third question?"

- The Incisive Edge team



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