Defining your own sustainable future

Jacob Johnsen
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Answers may find:

- How to compete in a shifting environment?
- How to adapt your service and product portfolio?
- How to make a strategy for an ever-changing marketplace?
- How to sense the changes in your customers’ needs and desires?
- How to identify and seize the opportunities that creates?
The limited life of a company

Organisational life according to Adizes
The limited life of a company

Plenty of data on early end-of-life
The limited life of a company

But what about mature and solid companies?
The traps and the way forward

Traps: old business model, select quick wins instead of long-term sustainability, weak leadership, ‘stupid’ management, internal politics or poor strategies

Instead: replace standard forecasts with other tools, prepare for changes, be ready to shift focus, products, services.

Introduce *dynamic capabilities*
The most cited article in SMJ
Summary

In order to prepare for an ever-changing environment, you must prepare your processes, positions and paths so that you are ready for the next big things.

"The capabilities approach suggests that if a firm looks inside itself, and at its market environment, sooner or later it will find a business opportunity."

- Professor Richard P. Rumelt
Business opportunities are like buses, there's always another one coming.

- Richard Branson
Who is this guy?

**Jacob Johnsen**

- Communication engineer, Master in Organisation
- 20+ years experience within mail and telecom
- Senior Expert in postal business matters
- Heading European standardisation (CEN)
  - Responsible for hybrid mail and postal electronic services
  - Heading the activities for more than 15 years
- Previously
  - Vice-president for International Data Post
  - Numerous leading positions (CEO, CTO, Program Director) in large corporations within post, telecom, broadcasting

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Thank you for listening

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