

# FAST FORWARD

*“Embracing the Challenges of the 21st Century”*

## DESCRIPTION

In this program, Rick will discuss how rapidly changing macroeconomic cycles have rendered our management, sales, marketing, and customer service models obsolete. He will illustrate why the systems and structures that worked well in the past don't work today and how they must change to enable your enterprise to grow well into the 21st Century. You'll be able to position your company to take advantage of key trends by being ahead of the curve and ahead of your competitors.

## KEY CONCEPTS

The world economy has undergone a series of macroeconomic shifts that now appear to be predictable cycles. Understanding these cycles will enable business leaders to position their businesses to profit from changes in the next phase of the cycle. Facts and implications:

- In the past, demand exceeded supply for most product and service categories. Today, supply exceeds demand for virtually every product and service category.
- For the first time in economic history, the customer owns the marketplace. Caveat Emptor is dead. Caveat Venditor is alive and well.
- Being different is not enough, you must be visibly different.
- Changes in communication technology and access to capital mean the smallest players now have the greatest advantage in the global economy.
- To keep up with the rapid pace of change, your company must become a learning organization.
- You must learn to use time as a competitive weapon. Your goal should be zero delay between request and delivery.
- Strategic partnerships provide opportunities to learn quickly and to speed products to market.
- Constant fundamental redesign of all processes is essential for growth.
- You must design your business and your products to serve niche markets as small as one customer.
- In the Information Age, place is a state of mind.
- Channels of distribution are being radically altered: In the past, you could build a better mousetrap and the world would beat a path to your door. Today, you must build a better path.
- If you want to change your results, you must change your culture.
- You must learn to make time-based offers to better serve your customers and to differentiate yourself from your competitors.

## AUDIENCES

This topic works well for all audiences. It is an exceptional opening keynote that can really set the tone

for your entire meeting. It also works well as a closing keynote to sum up a meeting focused on change and the future. Associations love its universal appeal. Because Rick tailors this talk so heavily to your audience, *Fast Forward* works well for strategic planning meetings, senior executive forums, sales meetings and customer service programs.

*“To Out Earn  
Your Competitors,  
You Must  
OUT LEARN  
Your Competitors.”*

This program is filled with examples of how today's cutting edge companies are out-innovating their competitors. It will inspire and challenge your people to rethink how and why they work the way they do.

## PARTICIPANTS LEARN

- Why a sense of urgency is critical to survival.
- How to identify where you, your company and your products excel, and how to position your company to win in the future.
- How to design the systems, products and services of tomorrow.
- Why we must learn faster than ever before.
- What makes a partnership “strategic.”
- How to use time as a competitive weapon.
- What today's customer expects and demands.
- How to identify potential breakdowns before you lose profits and customers.
- The five key strategies for developing customized products.
- How to use information and services to revitalize mature product offerings.
- How to profit from information you currently collect, but don't use.
- Why the global economy impacts every business and what they must do to prosper in it.
- How to visibly differentiate your company, your products and your services.

## FORMATS

KEYNOTES, BREAKOUTS & GENERAL SESSIONS	90 MINUTES TO 4 HOURS
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WORKSHOPS / RETREATS	3-6 HOURS 1-3 DAYS
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*Customized, Long-Term Culture Shift Programs Are Also Available*

**NOTE: BECAUSE EACH PROGRAM IS HIGHLY CUSTOMIZED TO THE SPECIFIC NEEDS OF YOUR AUDIENCE, YOUR INDUSTRY AND THE MARKETPLACE, CONTENT CAN VARY SIGNIFICANTLY.**

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**RICK BARRERA**

*...More Than Just  
A Speaker...*

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a Speech!<sup>SM</sup>*