

Warp Speed

Winning and Losing at the Speed of Light

DESCRIPTION

Warp Speed heightens participants' awareness of the exponential speed with which the global marketplace is changing. Rick illustrates that such velocity demands that we learn to think in new ways to be successful players. This presentation underscores the necessity for companies to redesign their systems and processes to permit flexibility, innovation and speed. You will see how the creation of proactive strategies for growth keeps your competitors on the defensive as you continually change the rules of engagement.

KEY CONCEPTS

- You can't work longer; you can't work harder; you can't work smarter. You have to work differently.
- The rapidly changing environment calls for a whole new mindset about the way you do business.
- It is essential to change your business design before your competitors force you to change.
- The best business designs start with a target customer in mind and build their product and service offer backward from the customer's priorities.
- You must understand your customers' daily needs, concerns, and challenges before you can create offers that have real value for them.
- You must determine how your competitors and potential competitors are meeting your customers' priorities in order to create valuable offering paths.
- Customers want whole products that integrate goods with services.
- Creating unique offers and implementing them at Warp Speed will keep your competitors on the defensive.
- Experimentation is an essential strategy.

AUDIENCES

This topic works well for company executives and managers. It is a stimulating, eye-opening keynote with universal appeal that will open or close your meeting with unforgettable impact. Because Rick tailors this talk so heavily to your audience, Warp Speed also works well for strategic planning meetings, senior executive forums, and sales meetings.

PARTICIPANTS LEARN

- Key technology drivers that affect the pace of change: information processing, communication technology, artificial intelligence, biotechnology, and materials science
- How to choose your target markets
- How to identify your customers' shifting priorities
- How to create loyal customers
- Why creating loyal customers is vitally important
- How to identify the value that your competitors and potential competitors could bring and are bringing to your customers
- Winning profit models used by successful leaders in this rapidly changing economy
- How the Strategic Business Design process enables companies to proactively change the rules of engagement
- How to create your industry's standard
- How to own and control the industry infrastructure that allows for the marketing, distribution and support of your products and services
- How to create a speed to market advantage
- How to create a sustainable price advantage
- How to become the dominant brand
- The value of creating communities of users
- The importance of building an economic ecosystem

FORMATS

KEYNOTES	90 MINUTES
BREAKOUTS & GENERAL SESSIONS	TO 4 HOURS
WORKSHOPS/RETREATS	3-6 HOURS 1-3 DAYS

Customized, Long-term Culture Shift Programs Are Also Available

"...those who heard you for the first time were blown away..."

Joyce Paschall, CMP, Executive Director, Automatic Meter Reading Association

RICK BARRERA

*...More Than Just
A Speaker...
More than just
a Speech!*

