

Recessionary Growth

**Using the recession as a
platform for business growth**

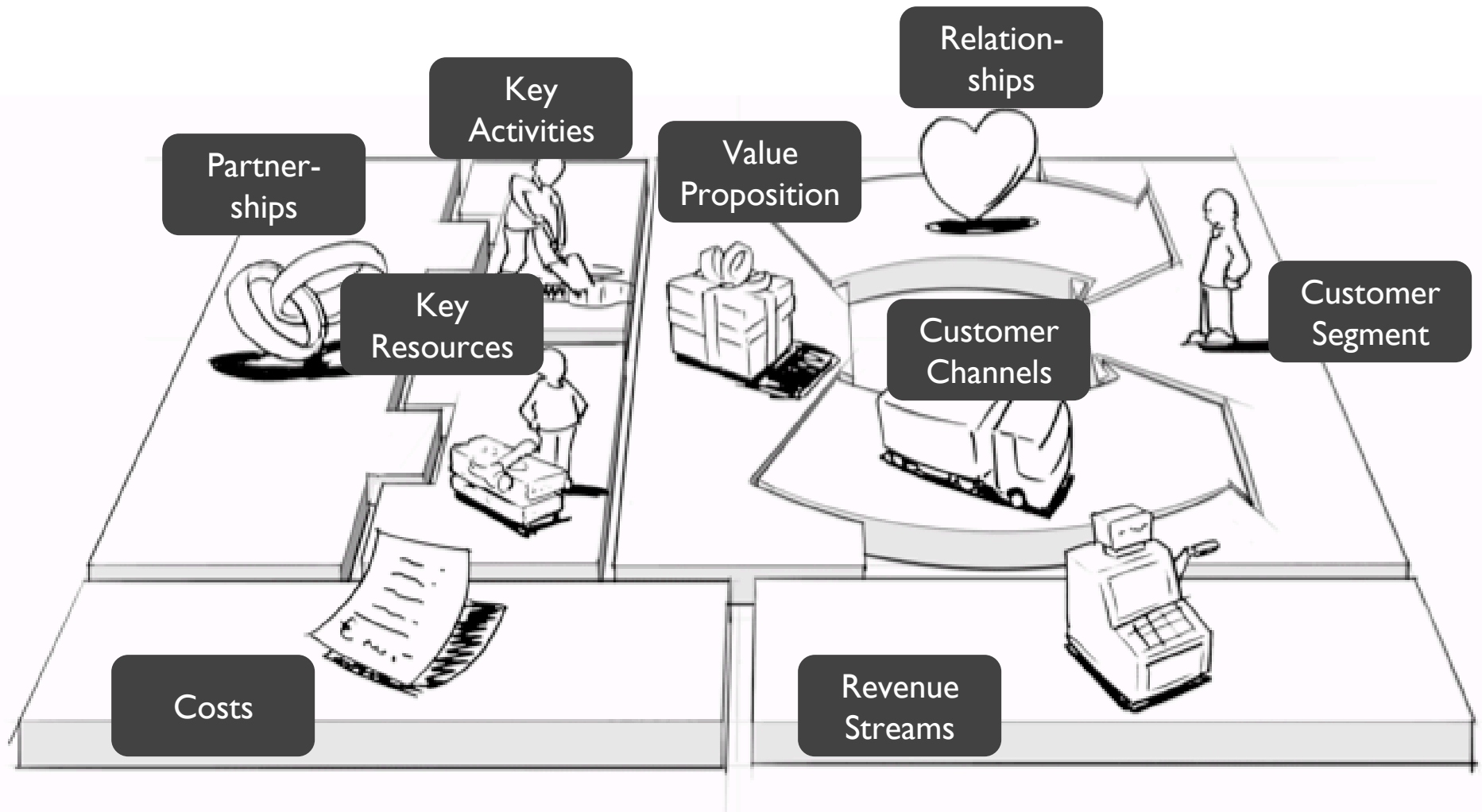
BIG

IDEEA

9

FOCUS

AREAS



27

TACTICS

Value Proposition

Solve a problem

Simplify and eliminate

**Define a meaningful point of
differentiation**

Customer Segment

Niche thyself

Know thy niche

Foster fans

**RE-INVENTION
QUESTIONS**

3

Customer Channels

Channel segment match

Customer experience

Cost effective and reliable

Customer Relationships

Nurture a customer community

Engender two way interaction

Listen, listen, listen

Revenue Stream

Get creative

Experiment

Build annuities

Key Resources

Leverage your base

Utilize capacity

Build for the future

Key Activities

Access (cheap) talent

Nurture people

**Do what you do best,
let others do the rest**

Partnerships

Define your dream list

Take a chance

Build trust

Cost Base

Prune (but make it secondary)

Match cost to value

Manage your customer base

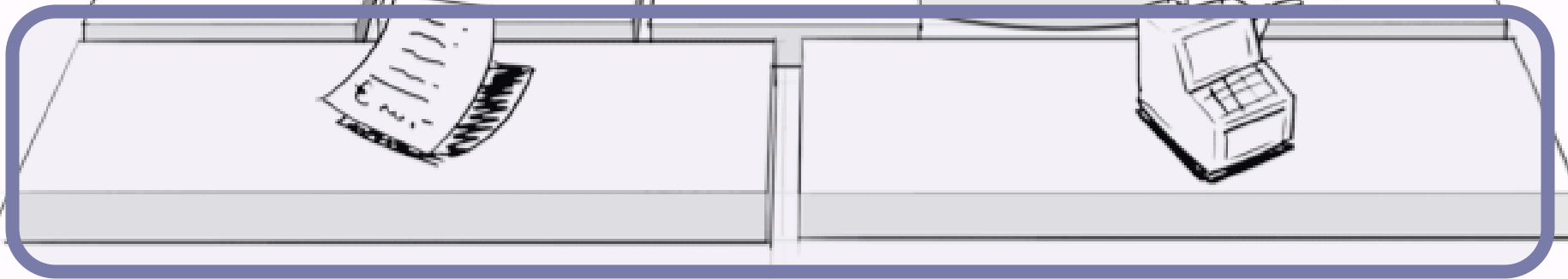
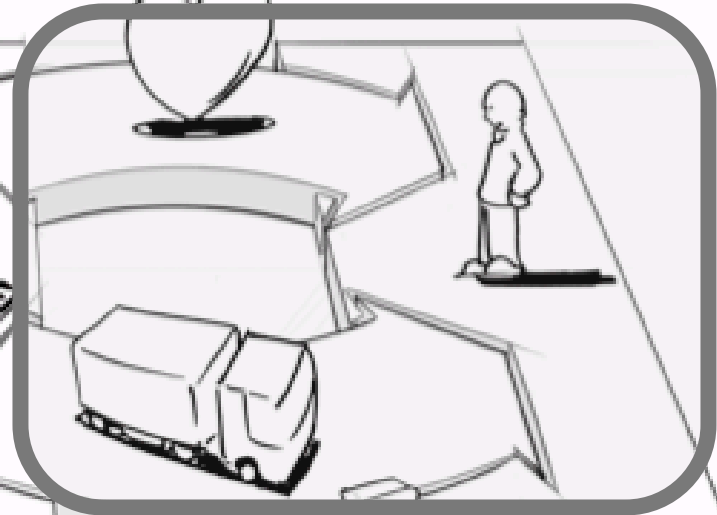
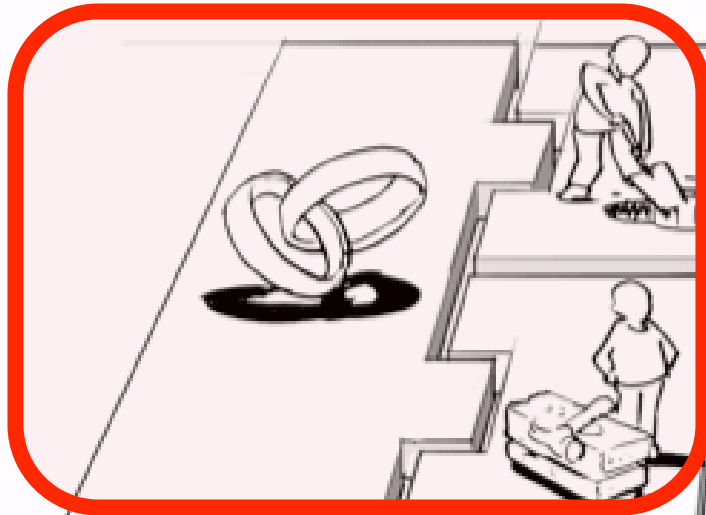
Reinventing Your Business

**An exercising in business
model evaluation and
reinvention**

Infrastructure

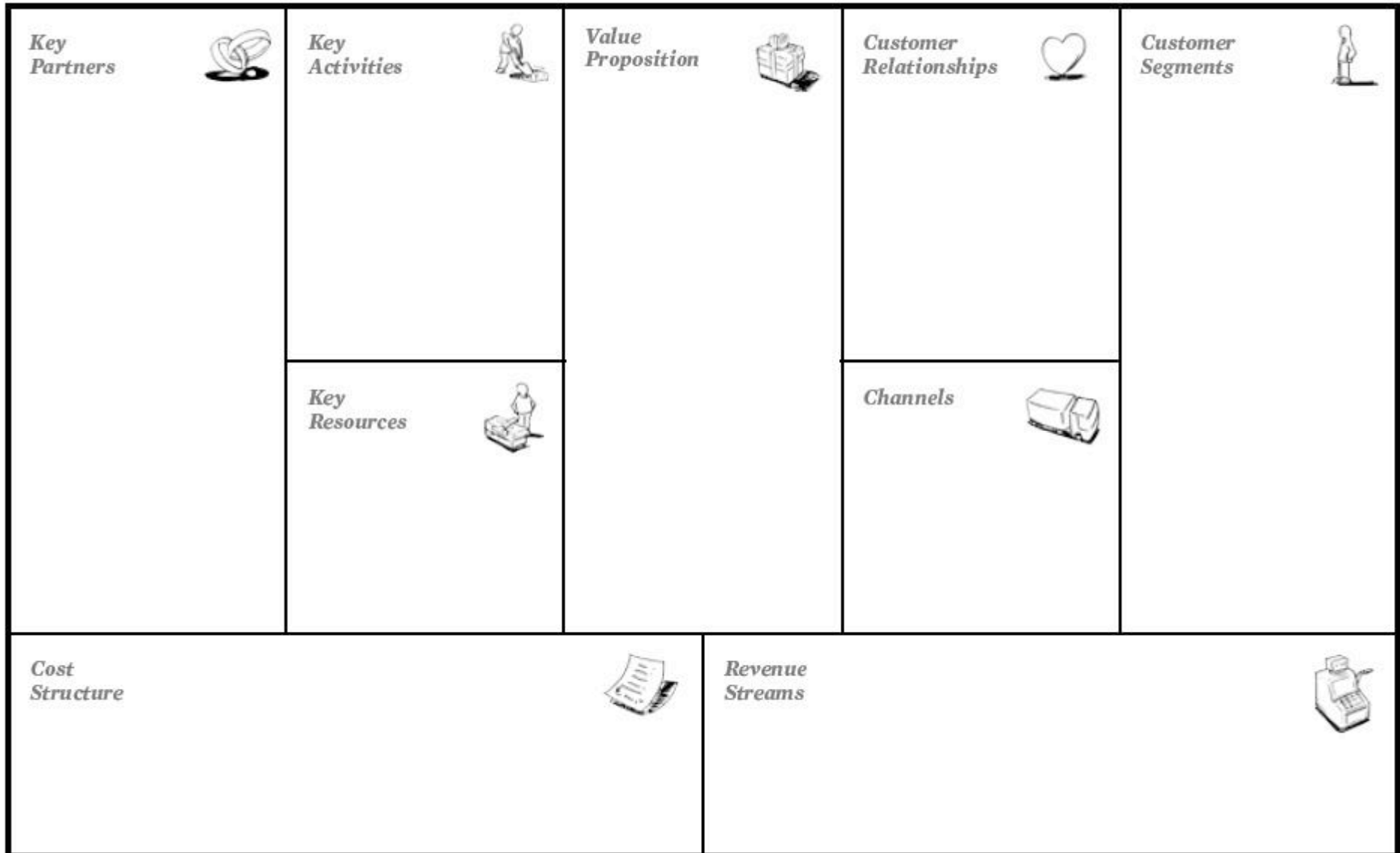
Offer

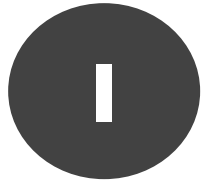
Customer



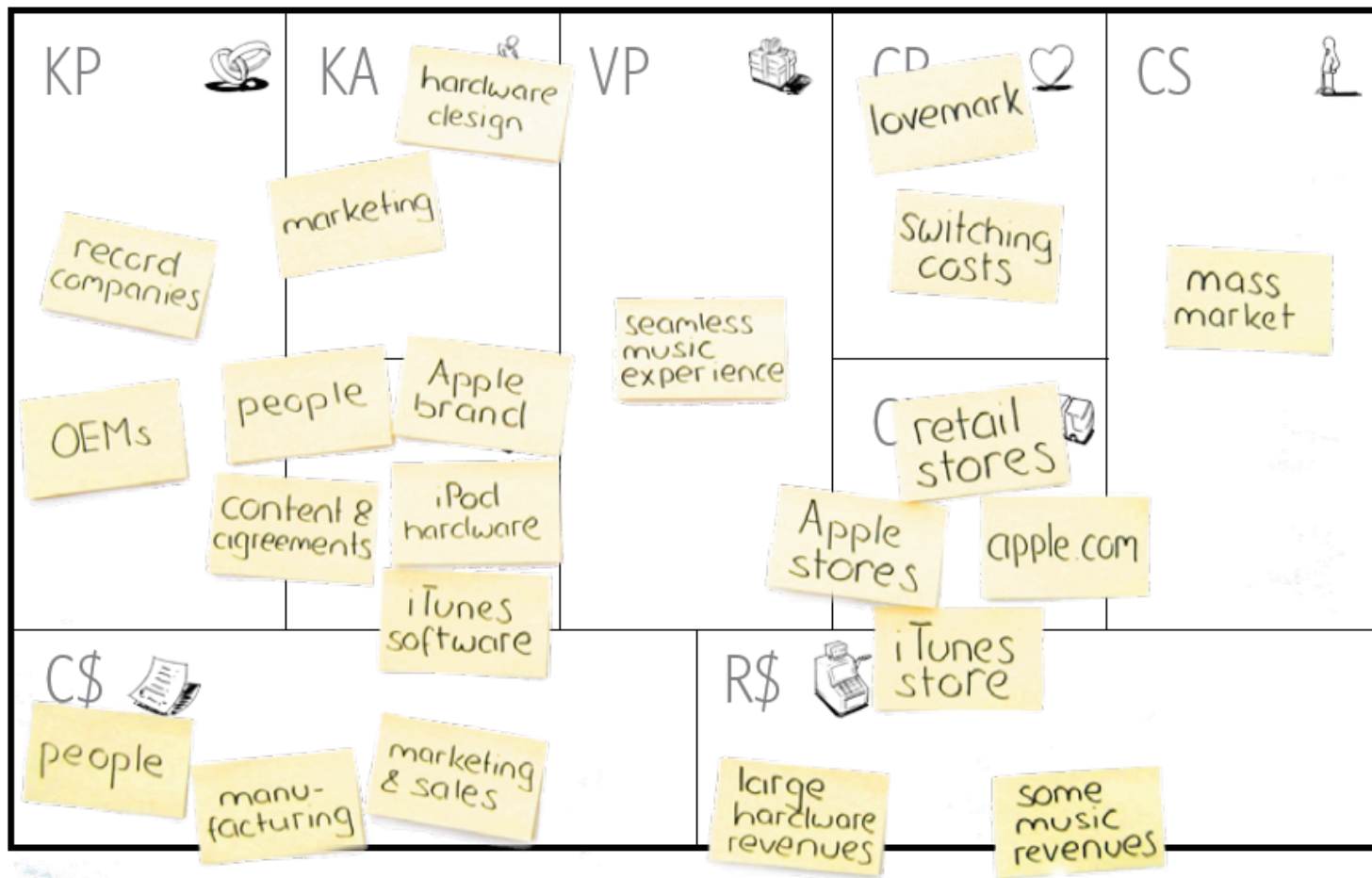
Finance

Business Model Canvas





Map your business model on the business model canvas



2a

Assess the different elements of your business model using the SWOT assessment questionnaire

Strengths / Weaknesses

- **Value Proposition Assessment**
- **Cost/Revenue Assessment**
- **Infrastructure Assessment**
- **Customer Interface Assessment**

Opportunities

- **Value Proposition Assessment**
- **Cost/Revenue Assessment**
- **Infrastructure Assessment**
- **Customer Interface Assessment**

Threats

- **Value Proposition Assessment**
- **Cost/Revenue Assessment**
- **Infrastructure Assessment**
- **Customer Interface Assessment**

2b

Identify valuable strengths, critical weaknesses, valuable opportunities and critical threats

Strengths

- **3 Most valuable strengths**

Weaknesses

- **3 Most critical weaknesses**

Opportunities

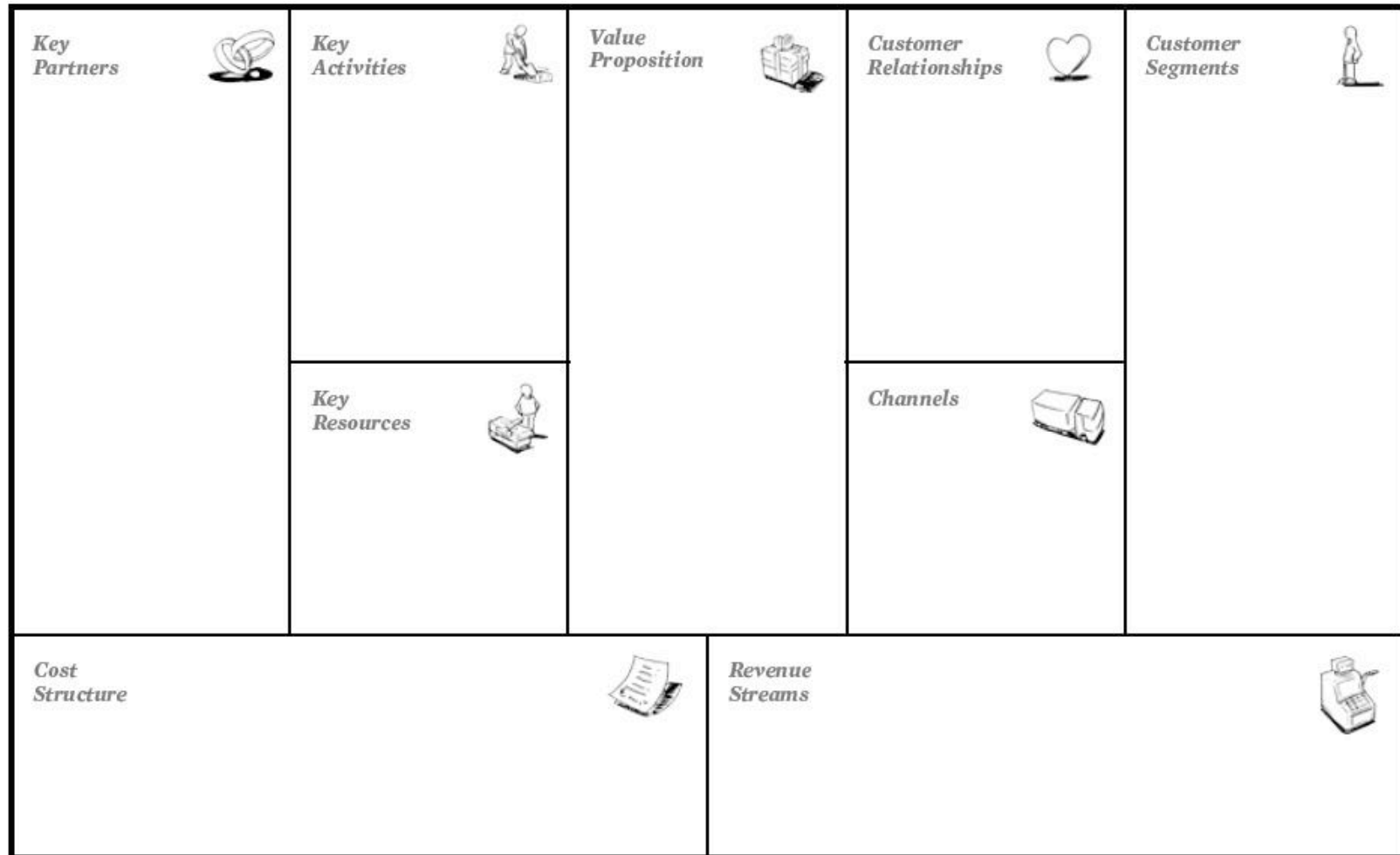
- **Three most valuable opportunities**

Threats

- **Three most critical threats**

3

Review the reinvention tactics and identify those that are relevant to your business



3

What can you do to build on your strengths and seize your opportunities?

What can you do to eliminate your weaknesses and avoid the threats to your business?

Action	Immediate next steps	Steps to Implement