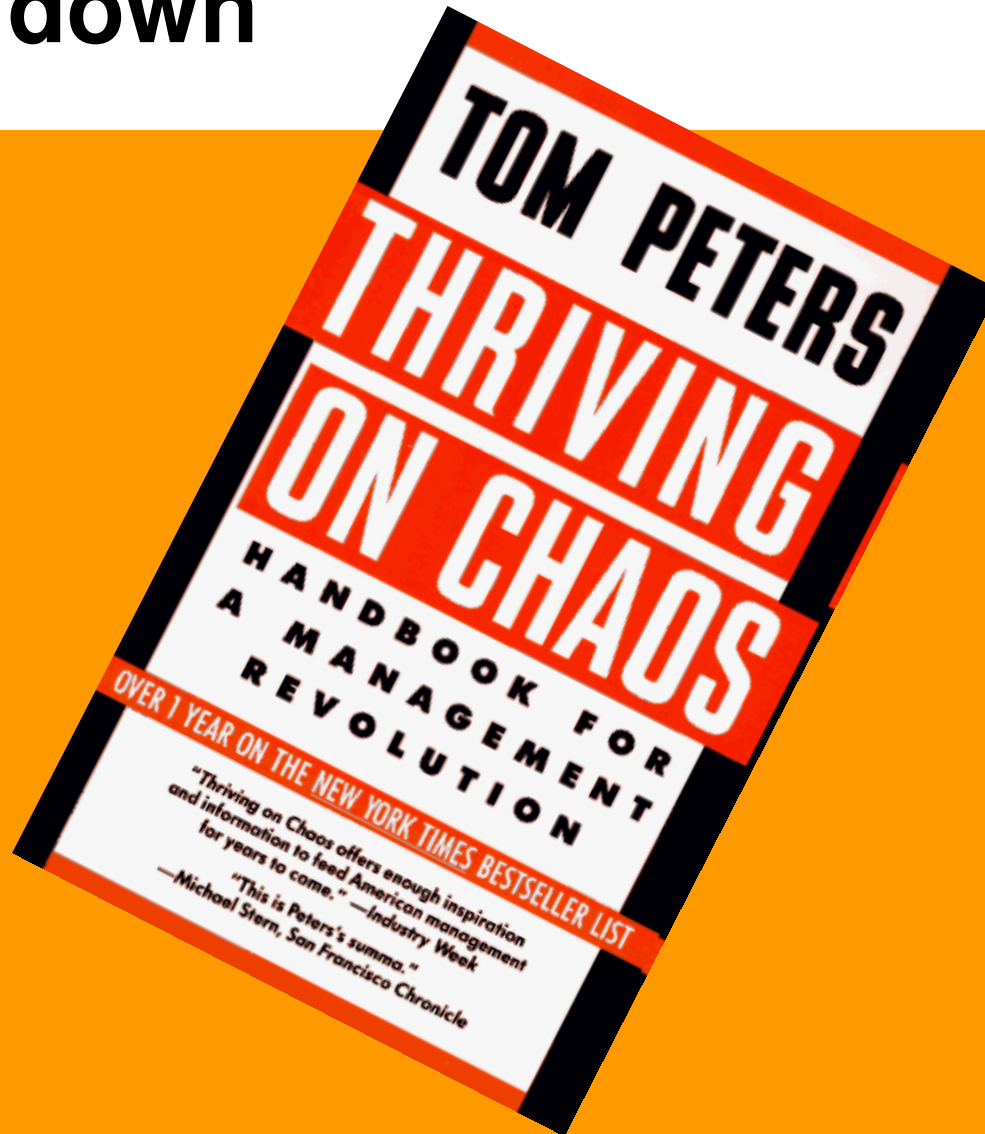


Prescriptions for a world turned upside down



Prescriptions for a world turned upside down



1. Creating total customer responsiveness
2. Pursuing fast-paced innovation
3. Achieving flexibility by empowering people
4. Learning to love change – a new view of leadership at all levels
5. Building systems for a world turned upside down

Creating total customer responsiveness



- Specialise/create niches/differentiate
- Provide top quality as perceived by the customer
- Provide superior service
- Achieve extraordinary responsiveness
- Become obsessed with listening

Pursuing fast-paced innovation



- Invest in applications-oriented small starts
- Pursue team product/service development
- Make word-of-mouth marketing systematic
- Create a corporate capacity for innovation

Achieving flexibility by empowering people



- Involve everyone in everything
- Use self-managing teams
- Train, retrain and train again

Learning to love change: a new view of leadership at all levels



- Master paradox
- Develop an inspiring vision
- Manage by example
- Practice visible management
- Pay attention (more listening)

Building systems for a world turned upside down



- Measure what's important
- Revamp the chief control tools
- Decentralize authority and strategic planning
- Set conservative goals
- Demand total integrity

The top 6 for tips for survival in today's market



1. Achieve extraordinary responsiveness
2. Listen – to your customers and your staff
3. Make WOM systematic
4. Train, retrain and train again
5. Measure what's important
6. Demand total integrity

ADMA is here to help train, retrain and train again...



Education and training

Expand, develop and reinforce skills to give your business a competitive edge

ADMA is here to listen...



Councils

1. Agency
2. Multi-channel acquisition
3. Data & Analytics
4. Mail Marketing
5. Relationship & Customer Management
6. Digital
 - Mobile/Email
 - SEO/SEM
 - Social Media
7. Contact Centre

- Exchange information and ideas
- Exchange body of knowledge
- Developing multi-channel best practice guidelines

ADMA is here to help with ensuring integrity...



Regulatory Affairs

Working with industry and government to:

- Ensure legitimate industry views on regulatory matters and considerations
- Enhancing best practice to build consumer confidence

Transparency, choice, control



“The business enterprise has two - and only two - basic functions: marketing and innovation.

Marketing and innovation produce results; all the rest are costs.”

Peter Drucker (1909-2005)