

The Challenge of Change

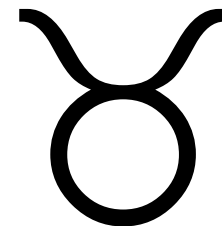
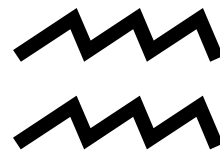
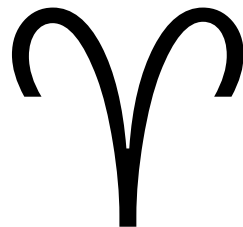
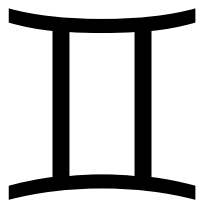
SEGRA Conference

2011



Presented by Bruce Buchanan
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ORANGE NSW 2800

Which of the following
symbols do you think best
reflects your personality????



How Many “F’s”

- **FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF YEARS...**

How Many did you get?

- 3
- 4
- 5
- The Are Actually 6

- **FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF YEARS...**

Traditional Regional Business

- Rely heavily on the regional community to purchase their products and services.
- Less competition than in major metropolitan cities.
- Retail, professional, light industrial & manufacturing.

Here Starts - The Challenge of Change

Online Growth

It was 15 years ago that e-Commerce was born.

Today consumers are demanding ease, convenience & alternatives and are online savvy.

Technology is like Ski shooting...you have to shoot ahead of the target. Why because technology is constantly changing!

70% of iphone users are never more than 1 metre away from their iphone

2 out of 3 admit to sleeping with their iphone

1 out of 4 admit to using their iphone in the bathroom

The Challenge of Change

- Customer want to shop the way they want to shop not the way you want them to.

- Keep your online site simple to use



- You can never deliver fast enough

(free delivery wins every time!)



- Online – price is a high factor but not KING.

(Consumers need to know you are trustworthy and their details are safe with your business details not being on-sold.)



3 Types of on-line customers

- The Searcher – *Technology Driven*
- The Browser – *They like to browse various sites*
- No Timer – *Put the answer right in front of them*



So when you develop an on-line presence, think of these types of consumers & how your website can accommodate them.

Remember you have 3 minutes to create a user experience before they click away

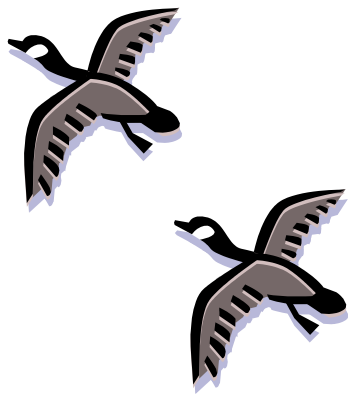
Lessons from Geese



As each bird flaps its wings, by flying in a V formation, the whole flock adds 71% more flying range than if each bird flew alone.

Lesson: Business who embrace technology rather than just “have a website” can reach their consumers more effectively because e-commerce is integrated in their business strategy & systems rather than an isolated I.T. website

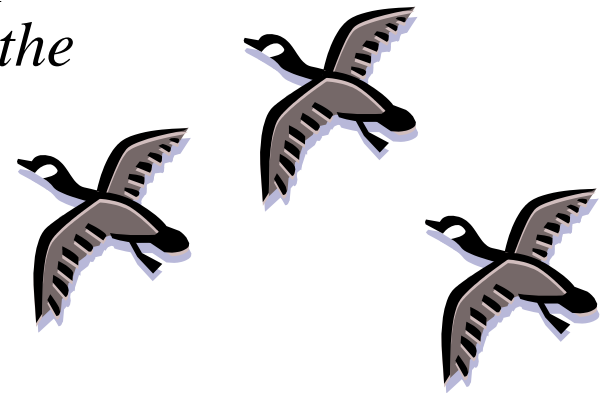
Whenever a goose falls out of formation, it quickly gets back into formation to take advantage of the “lifting power” of the bird immediately in front.



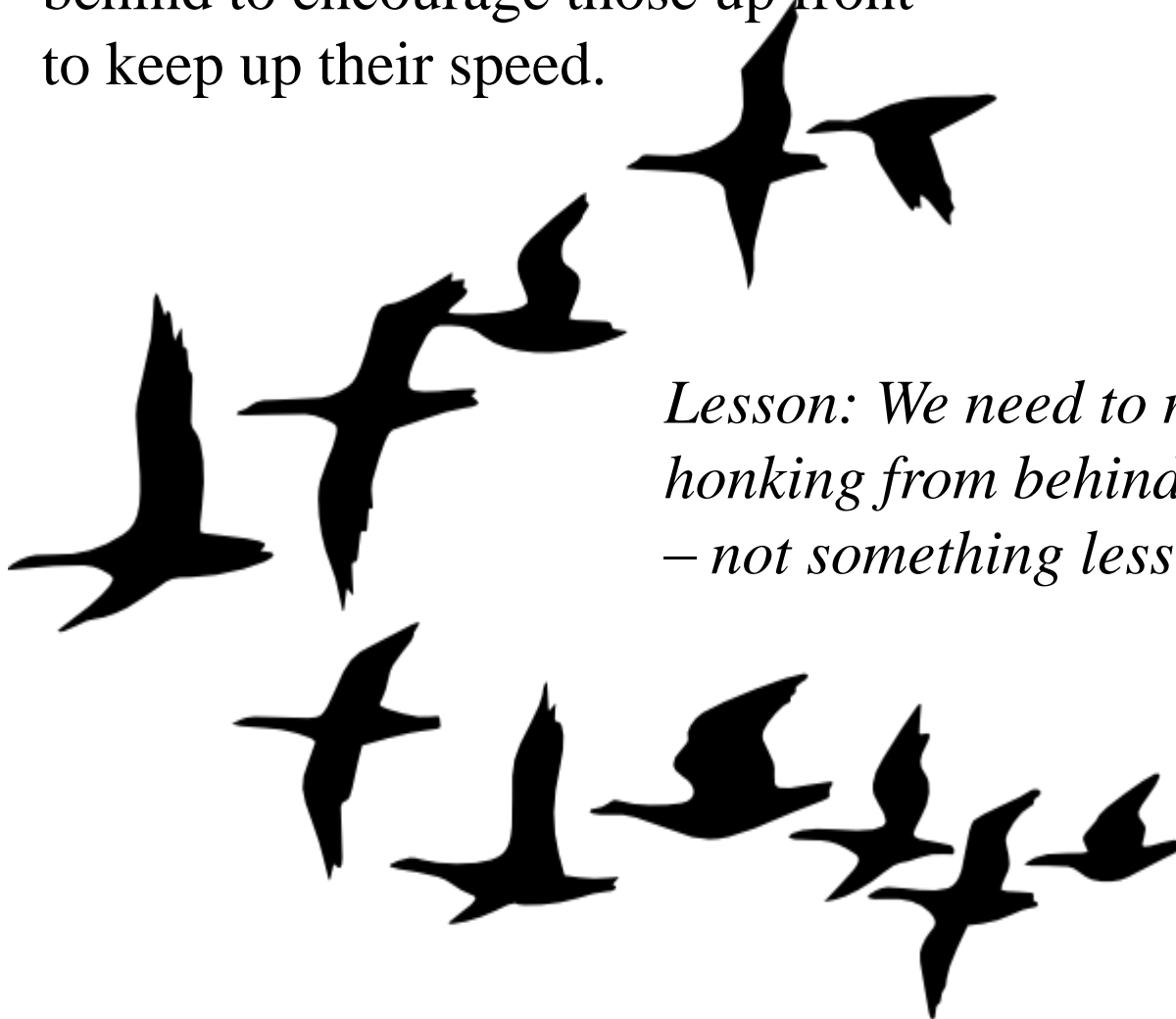
Lesson: If we have as much sense as geese, we will stay in formation with our customers and ensure our business systems are being developed where our customers want to go.

When the lead goose gets tired, it rotates back into formation and another goose flies at the point position.

***Lesson:** Bring in the experts, if you don't have the time or the skill outsource it. Delegate it and put a team in place who can share the load in the point position.*

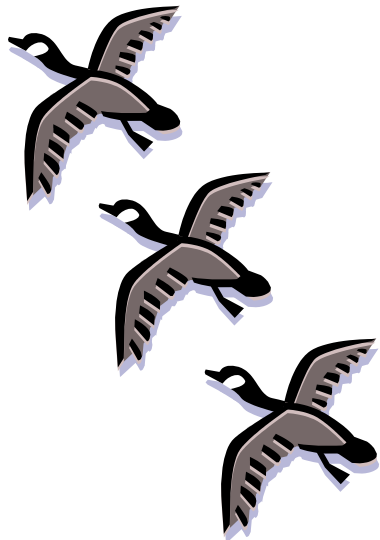


The geese in formation honk from behind to encourage those up front to keep up their speed.



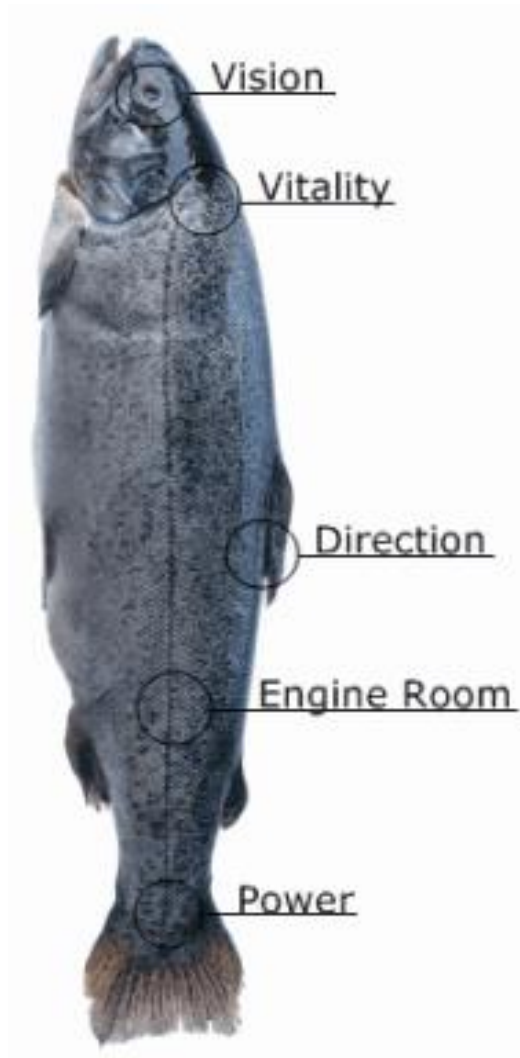
Lesson: We need to make sure our honking from behind is encouraging – not something less helpful.

When a goose gets sick or wounded, two geese drop out of formation and follow to help and protect. They stay until the goose is either able to fly again or dies.



Lesson: If we have as much sense as the geese, we'll stand by our loyal traditional customers as well as embracing new technology to attract new customers.

**A fish rots
from the
head down!**



The Future of Business



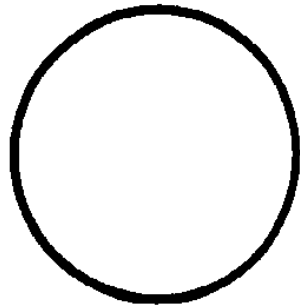
Online Sales

- The Demand in Australia for On-line Retail outstrips the current demand.
- If we do not embrace on-line sales we will loose the business to overseas

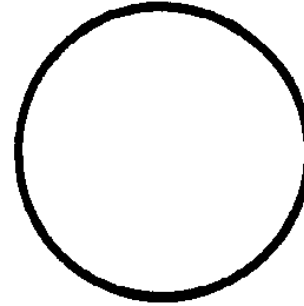


The Challenge of Change

**Getting Regional Businesses
to Integrate an Online Focus as an
essential part of their business strategy**

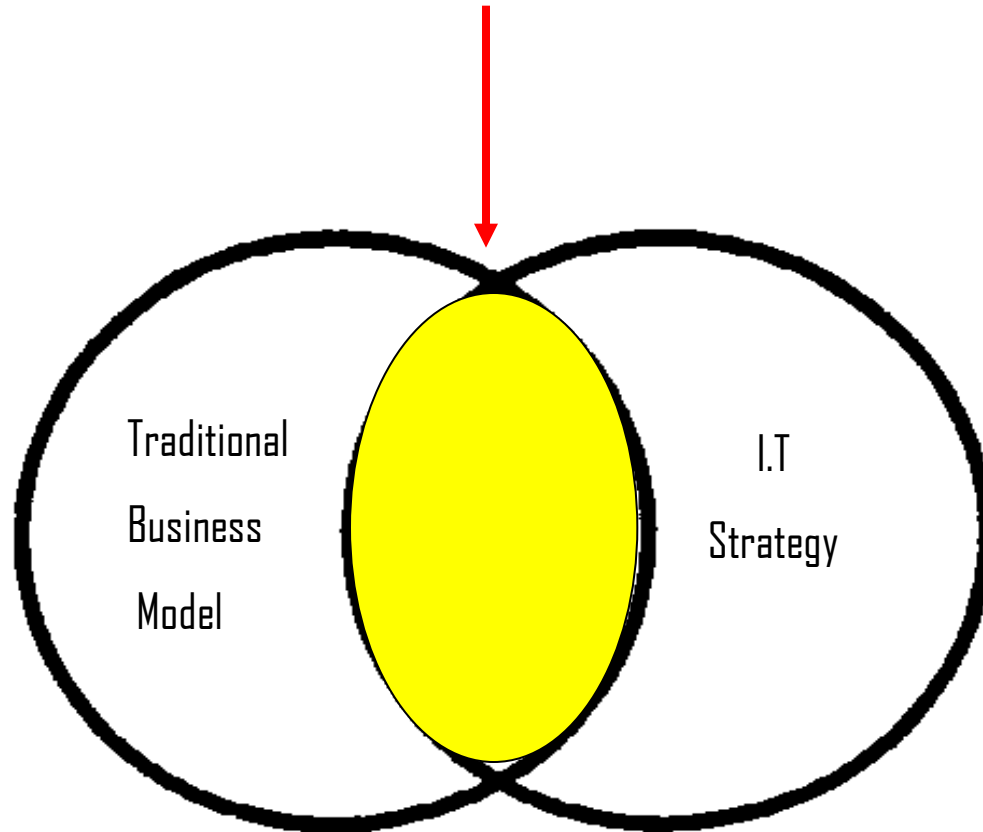


Traditional
Business Focus

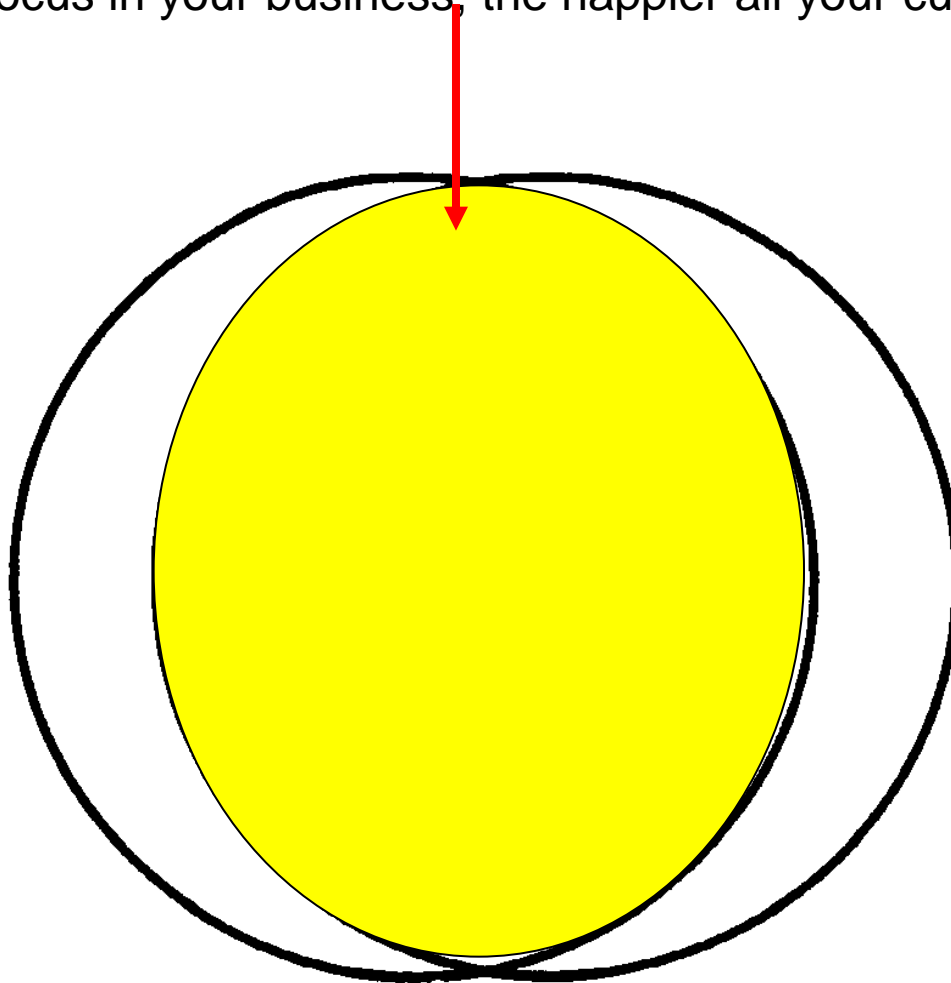


Online focus

Integrating I.T. Systems into our Business

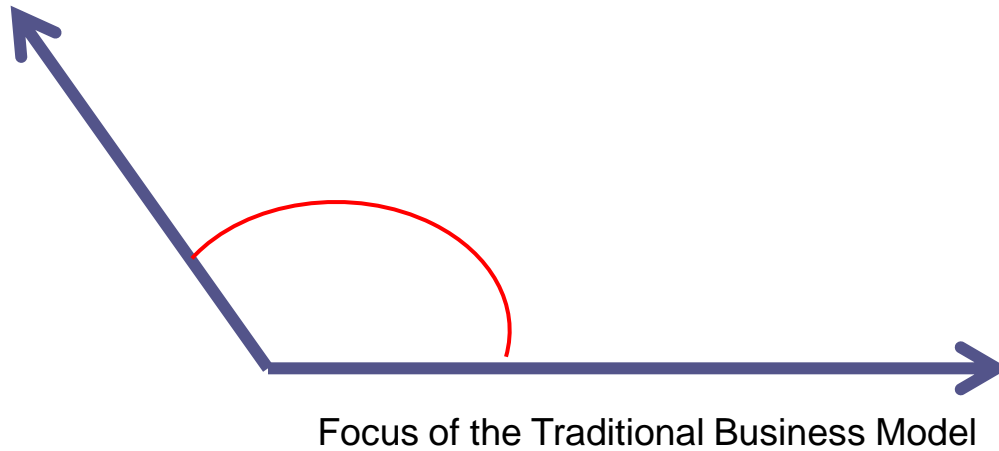


The closer we can integrate traditional business practice and on-line focus in your business, the happier all your customers will be



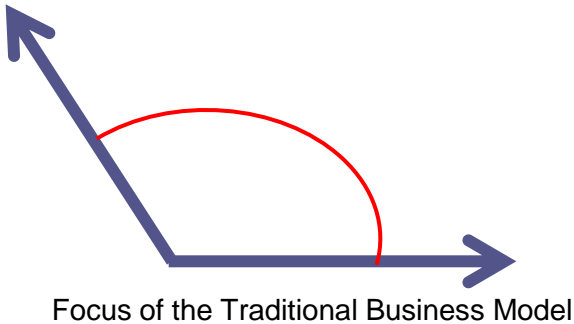
The Power of Alignment

I.T Focus of the business

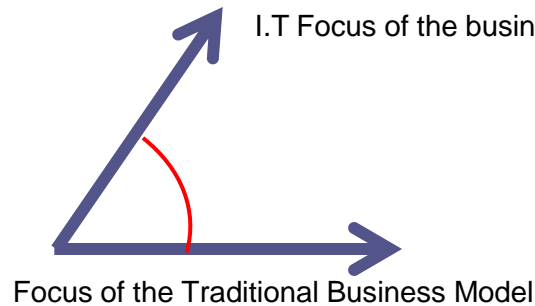


The Power of Alignment

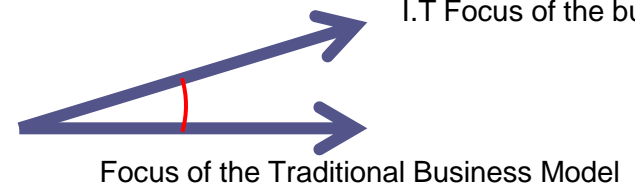
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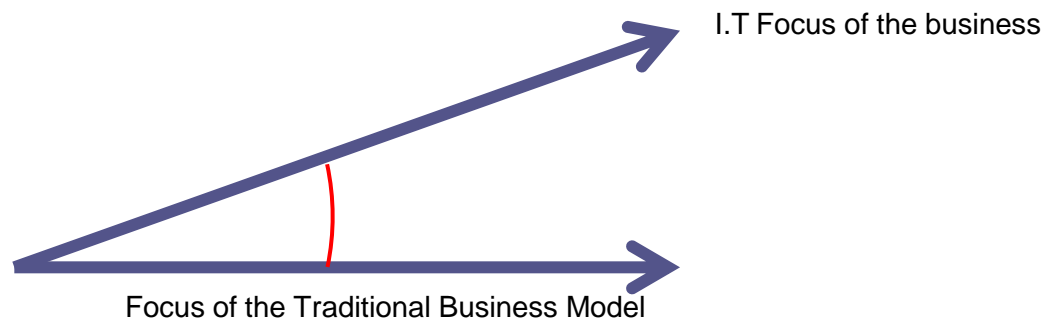
I.T Focus of the business



I.T Focus of the business



The Power of Alignment



Take Away Tips

- bec Talent & Culture is the most important investment.
- bec Second most important focus is customer happiness (*internal & External*)
- bec Build meaningful relationships with all stakeholders
- bec Be brilliant at the basics (*do the little things well all the time*)
- bec Build for scalability & capitalise on growth opportunities
- bec Be bold – create an entrepreneurial spirit
- bec The traditional bricks & mortar world is changing forever



Thank-you

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