

The status quo is not  
a growth strategy

Change is a fact of life. We cannot  
cling to what's worked in the past  
and hope for the best

# KEYNOTE

5 Mistakes Your C  
ould Not Make

“Staying too long with what worked.”

# 5 Mistakes Companies Make

1. Miss Market Transitions
2. Right / Same Thing Too Long.... Differentiation
3. Innovate.... Speed / Process
4. Customer First
5. Leadership not change / Overconfident