Driving your company forward
Looking forward
Preparing for the future
Sustainability

1: capable of being sustained
2a : of, relating to, or being a method of harvesting or using a resource so that the resource is not depleted or permanently damaged <sustainable techniques> <sustainable agriculture>
b : of or relating to a lifestyle involving the use of sustainable methods <sustainable society>
Sustainability relative to business

Business sustainability is often relative to managing your business’s financial, social and environmental risks, obligations and opportunities.

The 3 Ps
- People
- Profits
- Planet
People

- Customers
- Employees
- Vendors
Do you know what your customers really want?
Customer Sustainability

Transactional Customer

- are interested only in the purchase at hand
- are driven by price, price and only price
- have no brand loyalty
- are the biggest drain on a company’s resources
- generate the lowest ROI of the two

Relational Customer

- are interested in doing business with someone that they are familiar with and have learned to trust
- will try to establish a long term relationship with a company after a positive experience
- are loyal to brands and companies with whom a relationship has been established
- base their purchasing decisions on things like past experiences, customer service and quality
- generally do not base their purchase decisions on price of the product
How to tell?
Factors impacting profit

Value of Sales

Cost of Sales
Profit

Small Business Trends

“We’ve gone from being in the red, to black, to taupe. Accounting is looking into it.”
Planet
More than just environmental protection in a global sense

Work Environment

Staff Environment

Customer Environment

A better way to better people.
Planet

Happiness
(Enhanced by Positive Experiences)

Performance
(Driving Key Results)

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hilease
A better way to better people.
Using the 4Ps to impact 3Ps
Product

What do you sell?

FREE Overnight SHIPPING!

Zappos.com

hirease

A better way to better people.
What do you really sell?

Delivering Happiness

Zappos.com
POWERED by SERVICE™

hi!rease
A better way to better people.
Do they sell pizza?
But is that what you go there for?
Price

- What does it cost to offer your product/service?
- What do your competitors charge?
- What value do you provide?
- Do you have a buyer?
- Can you sell enough?
Promotion

Love IT!

The minute you think of giving up, think of the reason why you held on so long.
Time to change?
Diversification = Adaptation
When to consider diversification?

- 1 customer exceeds 50% of your total revenue
- 1 industry exceeds 50% of your total revenue
- A plateau has been reached in sales and the market is saturated
- A plateau has been reached in sales and there are new market opportunities available
- Excess cash is available to purchase a business & expand markets
Relativity vs. Polarity

New Products/Markets
Internal Development
Acquisition
Alliance
Licensing
Distributing
Combination

McHUMOR by T. McCracken

Mowit’s Farm, Auto Repair, Financial Consulting & Lite Puff Pastries

“The only way to survive in the current economy is to diversify.”

hirease
A better way to better people.
Successful Diversification

- Virgin Group moved from music production to travel and mobile phones
- Walt Disney moved from producing animated movies to theme parks and vacation properties
- Canon diversified from a camera-making company into producing an entirely new range of office equipment.
Adapting your brand
tip: Remember, everyone is watching you.
Don’t Panic!
Don’t forget
A description of the third picture.
You may change this text.

**KISS**
Keep it simple stupid

**Business Plan**

IF WORK

ELSE

$
BELIEVE

If you have the desire, you also have the power to make it happen!

www.TheEnergyBus.com
Keeping your tank full:

*Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.* - PETER DRUCKER