

# Are You Fast, Fluid and Flexible?

By  
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The golden question today is “*What are you doing differently today to grow your business than you were 12 months ago?*”

Three things to consider when you plan for the future are:

1. What will the leadership characteristics for businesses look like in the next 10 years?
2. What are your plans for ROI/Value to meet rising customer expectations?
3. How do you plan on maintaining quick responsiveness without losing your personal touch?

If these questions have you wondering what your answers would be, you might consider that there are still a couple of dozen trends identified already.

Every day I'm amazed at the technological advances occurring. From graffiti software that allows people to put post-it notes all over web sites to electronic viruses that shut down industries. Cyber graffiti to cyber disease!

If you find yourself **buried** in today, it's time to start scanning for the future. Spend one hour a day one day a week, becoming future ready. Join forces with other business professionals in the quest for research on the future and how to satisfy your customers even more.

How would **you** describe your business? How would your **customers** describe your business? Are they the same? They should be! If not, there's work to be done at the grass roots level!

USA Today describes itself as “An economy of words, a wealth of information” and “Not a lot of words – just the right ones!” Fast, fluid, and flexible – so 21<sup>st</sup> Century!

What is 21<sup>st</sup> century business savvy like? Will it be a combination of George Jetson and Star Trek with a bit of the Crocodile Hunter thrown in? Will it be so technical that it will take a four-year technology degree just to learn how to use your communication system?

Things you should focus on now are:

- ✓ how to view the future so you can deal with the present
- ✓ how to track the trends that are predicted
- ✓ trends predicted from Faith Popcorn and other trends predictors like Dan Burris
- ✓ developing a plan on how to align your business with as many trends as possible to insure future growth

**KAZ** is an international speaker, author, consultant and coach who focuses on working with people who want to **BE** more and organizations that want to **DO** more. For a free booklist, more articles or a copy of **KAZ's** speaking topics simply visit [www.CompetitiveBalance.com](http://www.CompetitiveBalance.com) and let us know how we can help you.