



**Navigating  
the New  
Economy**

[www.BizToolz.ca](http://www.BizToolz.ca)

# Succeeding in a Flat World

How to gain an  
advantage when the  
playing field is level



# About our Speakers

## **Jim Adams**

Managing Partner, the Venture Catalysts and founder of BizToolz.ca  
[www.theventurecatalysts.net](http://www.theventurecatalysts.net)

A diverse wealth of experience in finance, politics, marketing, journalism and general business enables Jim Adams to bring an exceptional range of skills to the table. He is highly adept at developing forward-thinking strategies and policies as well as incisive problem solving.

- Jim sits on the board of a number of public companies
- Co-founded GreyInteractive division of Grey Advertising in 1995
- Co-founded the Social Investment Organization in 1989
- Member of the Humber College International Business Program Advisory Group
- Actively involved in international business development

## **Drew Simmie**

Principal, SMG Consulting  
[www.drewsimmie.com](http://www.drewsimmie.com)

Mr. Simmie is a highly intuitive, skilled, compassionate business coach and inspirational speaker with sufficient life experience to understand the variety of things that can happen. He knows and appreciates the pressures and impact of the contemporary work place. His vocation is build upon a strong business platform incorporating:

- National multi store marketing/selling/buying and catalogue merchandising with Sears Canada
- Start-up know-how and experience - as a partner of a textile manufacturing company, Concept Mimi, in the home furnishing/houseware industry. Operated in Canadian and International markets.
- Senior Corporate Consulting - as Vice President sales development for Customer Service consulting firm, CMI Ottawa.



If....

- NAFTA
- Big Boxes
- Deregulation
- GST Collection
- High Employment

Weren't enough....



# How do you face

- The Triple Convergence Threat?



# New Playing Field

- The growth of personal computing power with the growth of bandwidth means companies can operate from anywhere with anyone and not have to have everyone in the same room.



# New Processes & Habits

- Companies now build horizontal value chains vs. vertical command chains
  - Instant communication from client purchasing an item to manufacturer for a shelf replacement
  - Collaborating with other companies to build new products



# New Players

- China
- India
- Russia
- Eastern Europe
- Middle East



# Triple Convergence Caused by:

1. 11/9/89 - Berlin Wall Came Down
2. 8/9/95 - Netscape went Public
3. Work Flow Software - Collaborative Software
4. Open-Sourcing - Making Source Code Public
5. Outsourcing - Maybe someone else can do it better (and cheaper too)
6. Offshoring - Maybe someone somewhere else can do it better (and cheaper too)
7. Supply Chaining - Integrating everyone's systems for more efficient production
8. Insourcing - Maybe that company should become integrated into my company for even better results
9. In-forming - Google everything
10. The Steroids - Wireless, Digital, personal & virtual



## 7 Rules that will help you succeed

1. Understand yourself - Don't try to build walls
2. Act Big - take advantage of the collaboration tools
3. Act Small - by letting your clients take control
4. Collaborate - create value by working together
5. Really, Really, Really know your customers and sell them the information
6. Outsource to win - not to shrink
7. Outsourcing to third world countries can be good too



# Canadians who are winning

Here are 4 Case Studies that show how

Small Canadian companies are adapting and  
winning in the Flat World



# PermaCharts

Creator of Super Quick Reference Guides

Challenge

- Old retail model was expensive and restrictive

Solution

- Realized it was a knowledge creator not a manufacturer
- Started to partner with organizations with solid narrowly-targeted markets

Results

- Company is now getting access to new markets



# Thermocouple Connector Source

Supplier of specialized electronics

## Problem

- Increased competition from multiple sources for products it distributes

## Solution

- Utilize customer relationship to develop specialized solutions and provide consulting services

## Results

- Now starting to charge for problem solving and introducing a new line of micro-processor products



MEP

Site Planning + Landscape Architecture + Urban Design

# MEP Designs

Landscape Architect seeks international expansion and targets China

## Challenge

- Dealing with a different business culture

## Solution

- Hire local staff and spend time in China

## Results

- After 3 visits MEP is bidding on a \$1 million project



# Bow Haus

## Challenge

- Take advantage of the growing pet population

## Solution

- Create a well-designed, high-end dog crate.  
Start manufacturing in Canada for a small number of Canadian retailers.

## Results

- Business grew. Now manufacturing in India and selling online and to retailers in Canada, USA and Japan.



# Navigating the New Economy Strategic Workshop

- A full day strategic workshop - Applying the 7 Rules of Success
  - What is it you really provide - redefining what you do
  - Identifying your client
  - Who is the competition
  - Who are your partners for growth
  - Where are the gaps that you can take advantage of
  - What does your company need to do to redefine itself
  - What resources do you need
- ***Plus*** 3 months of Consultation