

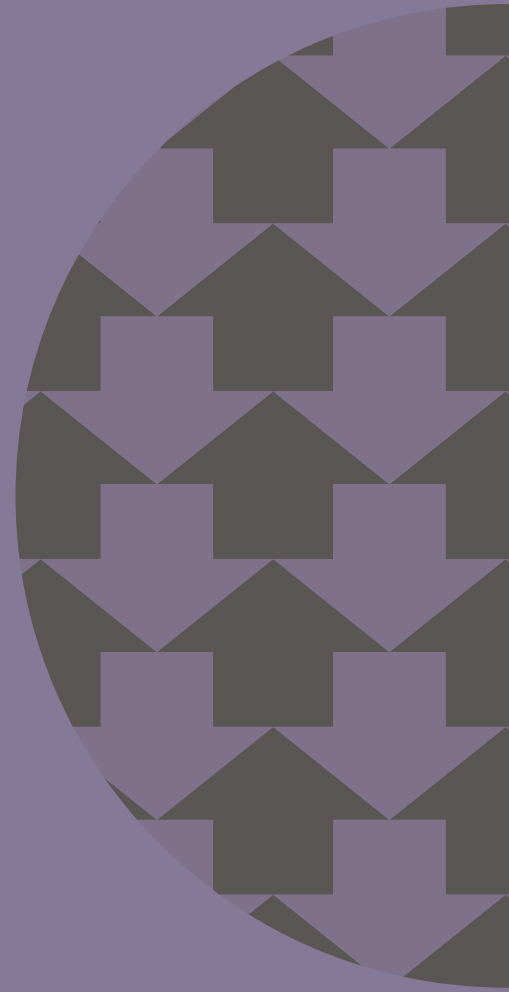
# DESIGN.

## Point of View Paper

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Win market share and leapfrog the competition in an economic downturn

The winners and losers in a post Covid world



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There is no doubting the negative impact that Covid had on business the world from 2020 right through to last year. There were however some incredible success stories. Businesses that got ahead and are still benefiting today as they navigate a global economic slowdown.

Some of the most captivating stories centred around those that pivoted overnight to embrace different business models and ways of engaging new and existing audiences. Those that embraced this unwanted catalyst for change to not only survive, but stay ahead of the competition.

**Sotheby's** moved art auction online and made sales totalling \$200 million (with 30% new buyers) between March and June 2020, while the same period the year prior only took \$23 million.

**David Dodge car sales** sold zero cars in April 2020. 216 in May, 253 in June and in July more than in any previous month in their entire 16-year history... all while having no visitors to their showrooms. Why? By moving innovating customer experiences and the sales process online and delivering direct to customers' doors.

And while established brands like Zoom and Peloton already had the perfect business model to capitalize, the sheer scale of growth meant huge transformation in infrastructure and technology to support rapid expansion and crush the competition.

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## RESPONDING AND EVOLVING THROUGH CHANGE.

The learning? Change is constant regardless of whether your businesses evolves naturally, by design, or by force. It's the ability to pivot and seize opportunity that can help you get ahead. You must continue to evolve to remain relevant in the marketplace. Adopting new ways of working, of doing business or competing in new markets for a different type of customer must become your new modus operandi.

## ENTERING NEW MARKETS.

Penetrating new markets can be critical to business growth, often falling on marketing and sales to drive entry and deliver the business strategy. Understanding market dynamics, competitor strategies, product insights, consumer behaviours, internet computer protocol and target audiences are just a handful of insights needed to develop a clear GTM strategy across sales and marketing teams.

You then need the ability to leverage your data, technology, people, and workflow in unison to execute the strategy to attack a new market or segment with the right message, in the right channel, at the right time.

## ADOPTING A NEW BUSINESS MODEL.

Adopting high growth business models requires significant transformation within an organization. Structural, operational, cultural, technological, and creative changes are necessary to facilitate different ways of doing business as well as engaging your customers.

Before realigning your people, processes, technologies and putting your data to use, be absolutely sure your market research, business and operating model are watertight to avoid the risks of costly missteps.

Empathetic change management programs reduce internal resilience towards new ways of working. A clear action plan of sequenced initiatives to drive the delivery of your new model give you assurance and control.

# MODERNIZE HOW YOU ENGAGE YOUR AUDIENCE.

'Customer first' design of any new engagement model is non-negotiable if you wish to be successful. What Zoom, Peloton, Sotheby's and David Dodge all understood was how their customers behaved and preferred to engage and buy.

Meeting your customers in their preferred channel, building a journey around their needs and demands and aligning your business in accordance with this is the only way to embrace fully a new way of working. This requires significant commitment to internal change and a level of insight that goes beyond focus group feedback and customer reviews.

## PREPARING FOR EVOLUTION.

So, what questions can you ask yourself to ensure that your story of change, adoption and growth is one of success? You can start with some of these.

- 1. Have I exhausted every possible avenue of research and intelligence on my market and audience?*
- 2. How am I going to structure my business functions and teams? What resources and skill sets will I need? What will they work on?*
- 3. How will work get done? Can we automate processes, remove bottlenecks and inertia so we can be more productive?*
- 4. How will I enforce changes to how our people work and what they work on without alienating them?*
- 5. Does my current technology help or hinder teams in their day to day? Are the tools and capabilities able to support our new way of doing business?*
- 6. How trustworthy is the data in my business? Can I rely on it for insights. Monitoring and performance reporting as I navigate change?*
- 7. Do I have a true strategy to break new ground that has a clear set of interconnected initiatives, drivers, and guiding principles for the whole organization?*

Asking these questions can help you identify needs, pain points and opportunities across your business which in turn can feed your strategy, an action plan for growth.

## THE BLUPRINTX 'GO-TO-MARKET & NEW BUSINESS MODEL ACTION PLAN'.

It is exactly this kind of action plan that is helping our customers enter new markets and get ahead of the competition. Our approach to insights, customer led experiences and change management supports delivery of a tailored roadmap of organisational, operational, technology and sales/marketing enhancements.

### Go-to-market strategy & win market share

We support your research of consumer behaviors, voice-of-the consumer analytics and competitor marketing strategies. We explore with you the adoption and delivery of high-growth business models. Then take ownership of a sequenced action plan of organizational, operational, cultural, technological, and creative changes that facilitates your new go-to-market strategy.

### Organizational design & operating Models

We assess the structure of your business functions and operating model to find the most optimized version for you. Whether a sales, product, demand gen or commerce led business model, we find the ideal global structure across functions. A lean org chart that ensures you have the right number of key roles and skill sets and a business logic that removes bottlenecks and inertia from planning, decision making and execution.

### Customer experience & loyalty

We help you understand your customers through a 360-degree lens that drives growth. Identifying and designing the experiences that will drive engagement and loyalty, we unify and augment your data to then make it actionable. Then we put that data through your technology ecosystem to deliver exceptional experiences across marketing, sales, and service touchpoints.

## Marketing & creative productivity

From campaign intake, through execution to performance reporting we map your entire end-to-end process and how you can automate across teams. We cut bottlenecks, manual steps, and duplication of effort so you get high performing campaigns to market quicker. We liberate high performing assets for use in campaigns, report with insights into channel and asset performance and monitor budget allocation and return on marketing spend.

## Technology & data

We audit and design your technology ecosystem to ensure you deploy the right capabilities, enabling marketing, sales and support professionals to do their best work efficiently and effectively. Integrating across platforms so the right data can be democratized for insights, delivering experiences and improving revenue outcomes. We identify areas of redundancy, low adoption, and opportunities to reduce the total cost of ownership.

## OUR APPROACH.

Our action plan comprises of core deliverables that you can act on immediately as well as a customized strategy for near-, mid- and long-term efficient growth.

**STRATEGY FOR GROWTH** — an executable strategy that ties outcomes, initiatives, guiding principles, enablers and your business use cases into a cohesive plan.

**BUSINESS REQUIREMENTS & KEY USE CASES** — a prioritized set of business requirements that align your strategy, initiatives, and business use cases.

**PROGRAM OF WORK & ROADMAP** — a program of work and a roadmap of phased initiatives that will deliver on your business use cases.

**SOLUTION DESIGNS (OPTIONAL)** — supporting designs as necessary to achieve your objectives such as workflows and technology architecture.

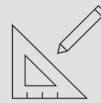
## THE PROCESS.

Typically, our action plans take two to three months depending on scope and availability of key stakeholders. Our approach is simple.



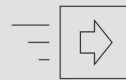
### STAGE 1

**Discover** — an initial business discovery utilizing questionnaires and interviews will be conducted, along with analysis of data and industry/category research. This allows us to understand your unique symptoms and business challenges.



### STAGE 2

**Diagnose** — a thorough examination through targeted discovery, research, audits, maturity assessment or lite testing. This helps us cut to the underlying issues causing the symptoms and get to the heart of what really matters.



### STAGE 3

**Design** — we design your custom plan and gain handshake agreement so you can start implementing solutions immediately.