

# Ei ht Future-Proofin Business Strate ies

K f]HhYb VmiGUfUA `æbYgZ597'GYM]cb K f]HhYfZ8Yg] b/ 'A U\_Y'k ]h '5i hcXYg\_

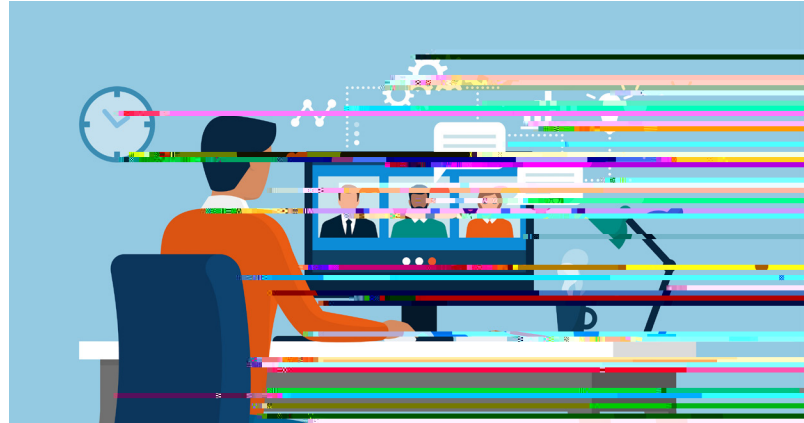
The Industrial Revolution took 80 years. The Digital Revolution took 10 years. The Industrial Revolution took 80 years. The Digital Revolution took 10 years. The Industrial Revolution took 80 years. The Digital Revolution took 10 years.

K \UhiK ]` ]hH\_U'Zcf'UFVW]HVMi fYzYb[ ]bYYf]b[ žUbX'Včbgrfi V]cb' f597E' fa g'hc'UXUdhžg' fj ]j YžUbX'Yj Yb' h'f]j Y' ]b' h'Y'ZUW'cZ UWW'YfU]b[ 'VUUb[ Y'UbX' ]b' i bZLa ]' ]Uf' h'Yff]hcfnS'Gi VVgg'ghUfng' k ]h' X] ]HU' a Uhi f]mñ

K \Yb'g' fj YmYX'Zcf'h'Y'&\$&' 'GtUH'cZ8Yg] b/ 'A U\_Y'['cVU' fYdcfz597'YUXYfg'g'UFYX'h'Y'a cghidfYgg]b[ 'XF]j Yfg'cZVUUb[ Y' g'Ud]b[ 'h'Y'f'Vi g]bYgg'XYV]g]cbg' Bchig' fdf]g]b[ 'nāX] ]HU' hfUbgZcfa U]cb'hcddYX'h'Y''gžk ]h' ++-i 'cZfYgdcbXYbng' g'U]b[ 'h'U'h'Y'Zi hi fY' [fck h'cZ'h'Y'f'Vča dUbnik ]' 'XYdYbX'cb' digital tools.

: cfhi bUhi'mžcf'597' fa gžh'Y' UFVW]HVMiK Um'cZdfcV'Ya ! gc'j ]b[ ' 'HU\_]b[ 'Vch' h'Y'hd!'Y'j ]j Yk' UbX'ncca ]b[ ' ]b'cb' h'Y'XYH]g'h'Uhi'g' ddcfng' VVgg' ' ]g'Ub'UXj UbH]Y'k \Yb' bUj ] ]UH]b[ 'j'c'UH'Y'h'a Yg'

6i hk \Uhi]Znci 'fYZUa YX'j c'UH' ]m]Ug'Ub'cddcfhi b]mžcf'h'Y' dYdUFYX3H'Uhg'h'Y'dYf [ 'M Acj Yfk \Y'a ]b[ 'k U'gicZK Uhf' h'U'Vb'g]b\_Y' Yb'h'Y' Uf] Ygn



g]dg]b'gYVčbXg'

H'Yg'fc[ i Y'k Uj Yg'UFY'\ ]H]b[ 'Vi g]bYggYg'\UFXYfZUghYfZUbX' a cfY'cZNYb' 'Vi h'k ]h' h'Y'f] [ \h'dfcVWggYg]b'd'UWžnci 'VUb' Včbg]ghYbhmñi fb'h'Yg'Y'a ca Ybng'cZfUX]W' VUUb[ Y'hc'nci f' advantage.

## Approach New Challenges Like an Architect

5g'hVWbc'c[ m'fYg'UdYg]bXi g'f]Ygžnci f'UFVW]HVMi fU' hfU]b]b[ ' ]g'Ub' i bhUddYX'g' dYfck Yfz'6f]' 'gUng' M'i f'UW] ]hmñ' ncca 'ci h' UbX'ncca ' ]b[ ]g'XYgdYfUH' m'byYXYX''



j ]fhi U` fYU]mrfj FłzħY`a YħUj YfgYzUbX`5-zħja ]b[ `]g`Yj Yfntħ]b[ "   
 -Znci fY`ħc`"UħYznci` [Yħbc`j U i Yz`6f]`"gUhg" ği h]Znci fY`   
 ħc`YUf`nānci` `cZħYb` [YħbY[ Uħj] Y`j U i Y`"Māi` j Y` [chħc` [Yħ]b`   
 ħUħi` ; c`X`]cWg`ncbY`"Māi` UfYb h[ c]b[ `ħc` [YħħYfY`VnħUj ]b[ `   
 U`k`Āc`Y`Vi bW`cZdYcd`Y`]b`ħY]f` ZħYgħU`\_Uvci hħY]f`   
 Yl dYf]YbW`cZħYħbc`c[ m]b`ħY`dUgh`-hg`gc`X]ZYfYbħbck žUbX`   
 ħY`k`Uħnci` ]bħY[ fUħY`ħYħbc`c[ m]b` j Y`mYUfg]g[ c]b[ `ħc`VY`   
 gc`XfUa Uħ]W`mX]ZYfYbħħUħnci` bYX`ħc` [Yħnci` b[ `dYcd`Y`   
 ]bħc`ħY`gYb]cf!`Yj`Y`Vħbj YfgUħ]cbgžħU`\_]b[ `Uvci hik` \UħħYmfY`   
 Xc]b[ žg\ck ]b[ `k` \Uhg`dceg]V`Y"

K YfY` [c]b[ `ħc`VY`]bWUg]b[ `mUg\_]b[ `dYcd`Y`UħħY` ħ b]cf`   
 `Yj`Y`gcZħY`cf[ Ub]nUħ]cb`ħc`a`U`Y`XYM]g]cbgħUħk`ci`X`   
 ħmā]W`mfYei`]fY`a`cfY`gYb]cf`Yl`YħWħj`Y`ħ`X[ a`Ybħz`6f]`"   
 Vħbh]bi`YgžUXX]b[ `ħUħi`d!`Yj`Y`]b[ `ħYUa`g`ħc`]bbcj`UħY`cb`   
 VY`U`ZcZ`YUXYfg`fYei`]fYg`W`ħj`Uħ]b[ `V][!d]Mħ`fY`Uk`UfYbYggž   
 Vħa`dYħYbVħzUbX`U`][ bYX`]bħYfYgħg`<Y`fYVħa`a`YbXg`   
 ]bVħfdcfUħ]b[ `fchUħ]cbU`dfc[ fUa`g`UbX`Vf]b[ ]b[ `]b`gdYV]U`]gh   
 [ ] [ `k`cf`\_Yfg`ħc`Yl`dcgY`\][ \!dchYbh]U`ħU`Ybħħc`bYk`k`Uhg`cZ   
 k`cf\_]b[ "



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## About the Author

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