

Start acting like it's tomorrow

 By [John Sanei](#)

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Stop acting like it is yesterday. Seriously, stop doing SWOT analysis and consumer focus groups, they are becoming more and more irrelevant and based on the past and present.



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Companies following the old ways to re-invent themselves or innovate their offerings are going to be out of business sooner than we all realise.

How quickly did Uber change our behaviour?

The rate of change is exponential and it is only set to increase with intensity. This, coupled with our need for instant gratification and quick response time, does not allow businesses to do consumer focus groups research or SWOT (I just fell asleep writing that) analysis. These consumers don't even know what they want and who said the competition knows what they are doing?

Drop all of it and just start studying trends and human needs states. Once you have the grasp of these, you can start predicting what your consumers want. Based on the needs states, which are mostly the same in developed worlds - more trust, more convenience and more personalisation - you can understand the future of your industry, your consumer and employees' requirements and start building your business on these three need states.

5 steps to become future-focused and let go of the past:

1. Study your industry in both mature and emerging markets and see what's happening there
2. Dissect the needs of your future consumer based on the needs states pillars
3. Dissect the needs of your future employee based on the needs states pillars (they applicable to both consumer and employee, cause they are both human)
4. Innovate your corporate culture first
5. Then add in product/service innovation

Ready, steady - stop doing old boring processes that don't actually help your business.

ABOUT JOHN SANEI

Futures Strategist John Sanei makes sense of future trends and merges them so individuals and organisations can forge forward with confidence, elevating their leadership vision to exponential heights. At the intersection of human science, neuroscience, quantum technology, futurism and business strategy, John has a knack for sharing his knowledge and creating meaningful connections. He ignites platforms, connects with crowds and leaves an empowering perspective that lasts long after the lights have switched off.

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