

GAME-CHANGERS

Why Companies Succeed

GILLIAN MUESSIG & ANNE KENNEDY



Let's
'MOD
INDIA



External Game-Changers

- Economy
- Weather

Internal Game-Changers

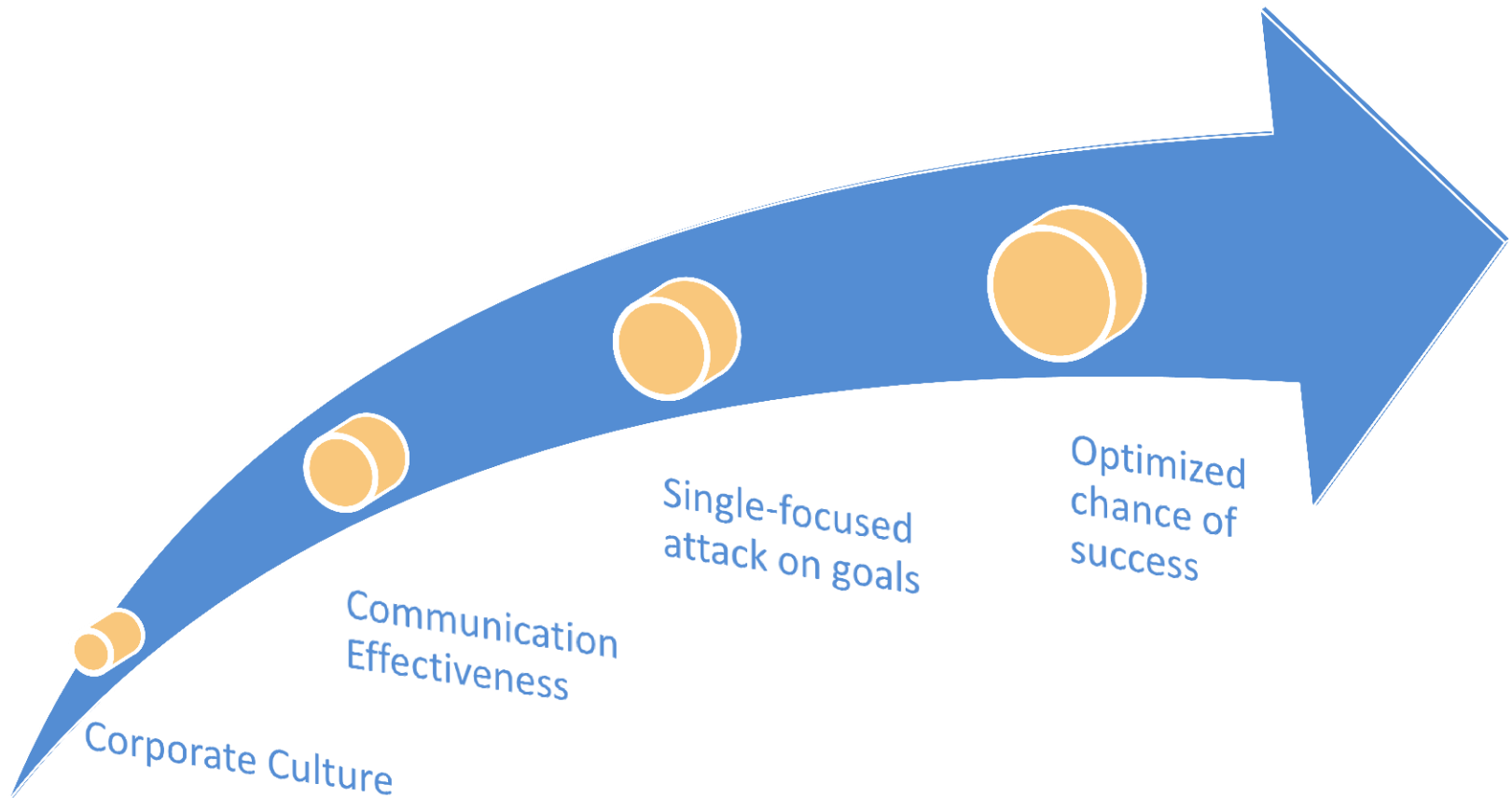
- Product / service
- Revenue stream / Pricing model
- Target market
- Business process

Process Game-Changers

- Product / service
- Revenue stream / Pricing model
- Target market
- Business process

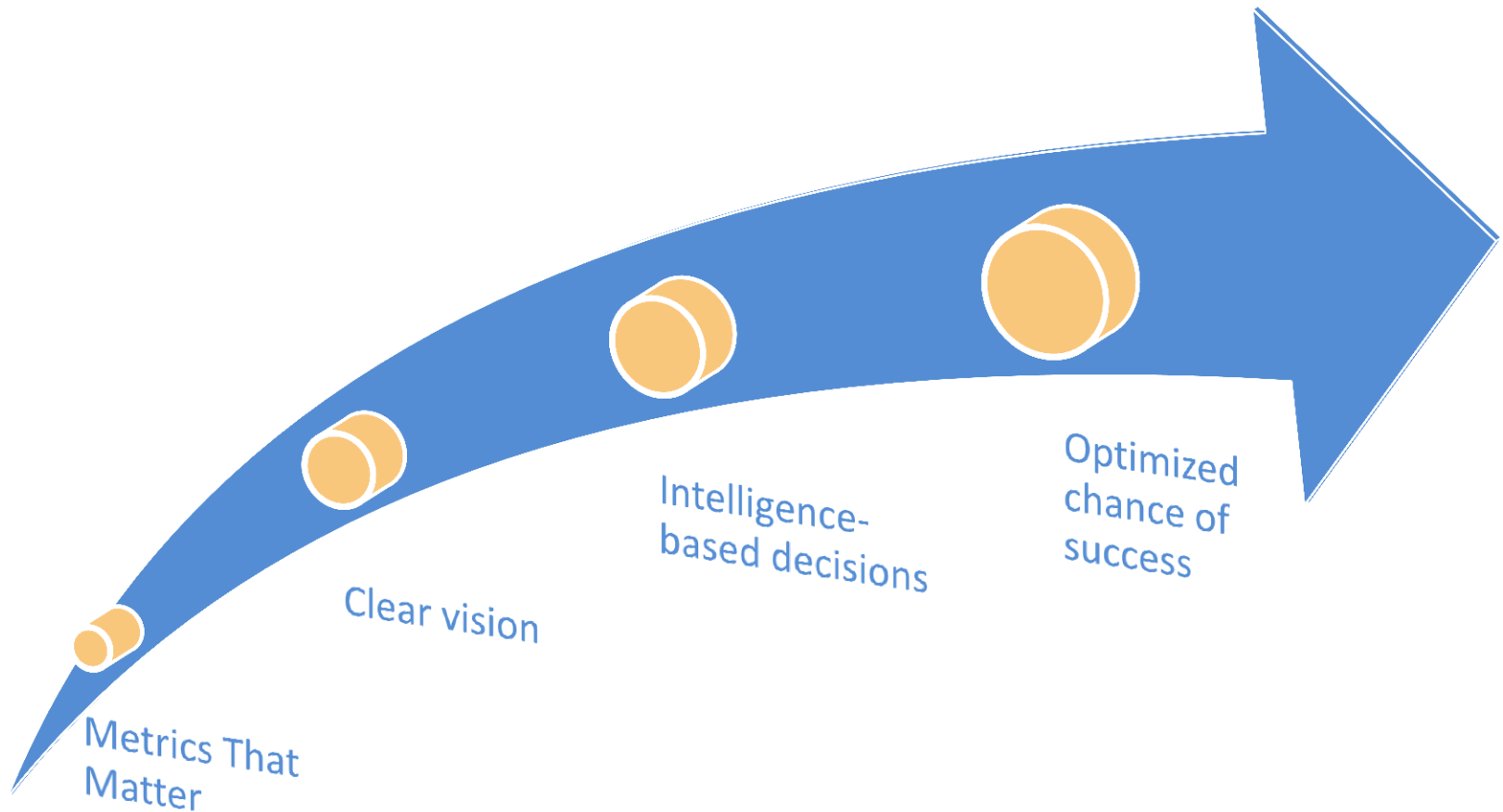
Executive Game-Changer Drive Your Culture

Value of Culture



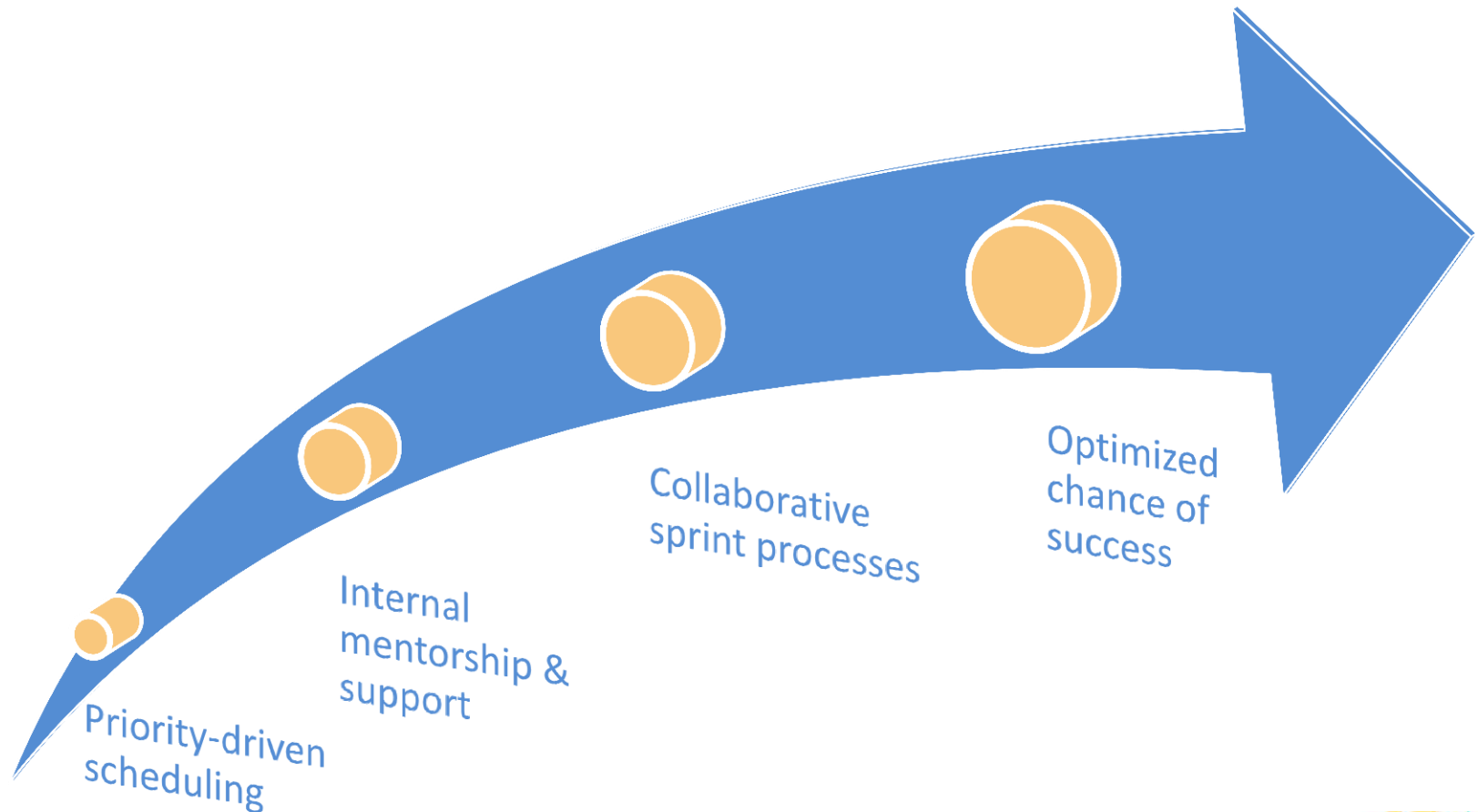
Administrative Game-Changer Drive Communication

Value of Rigor



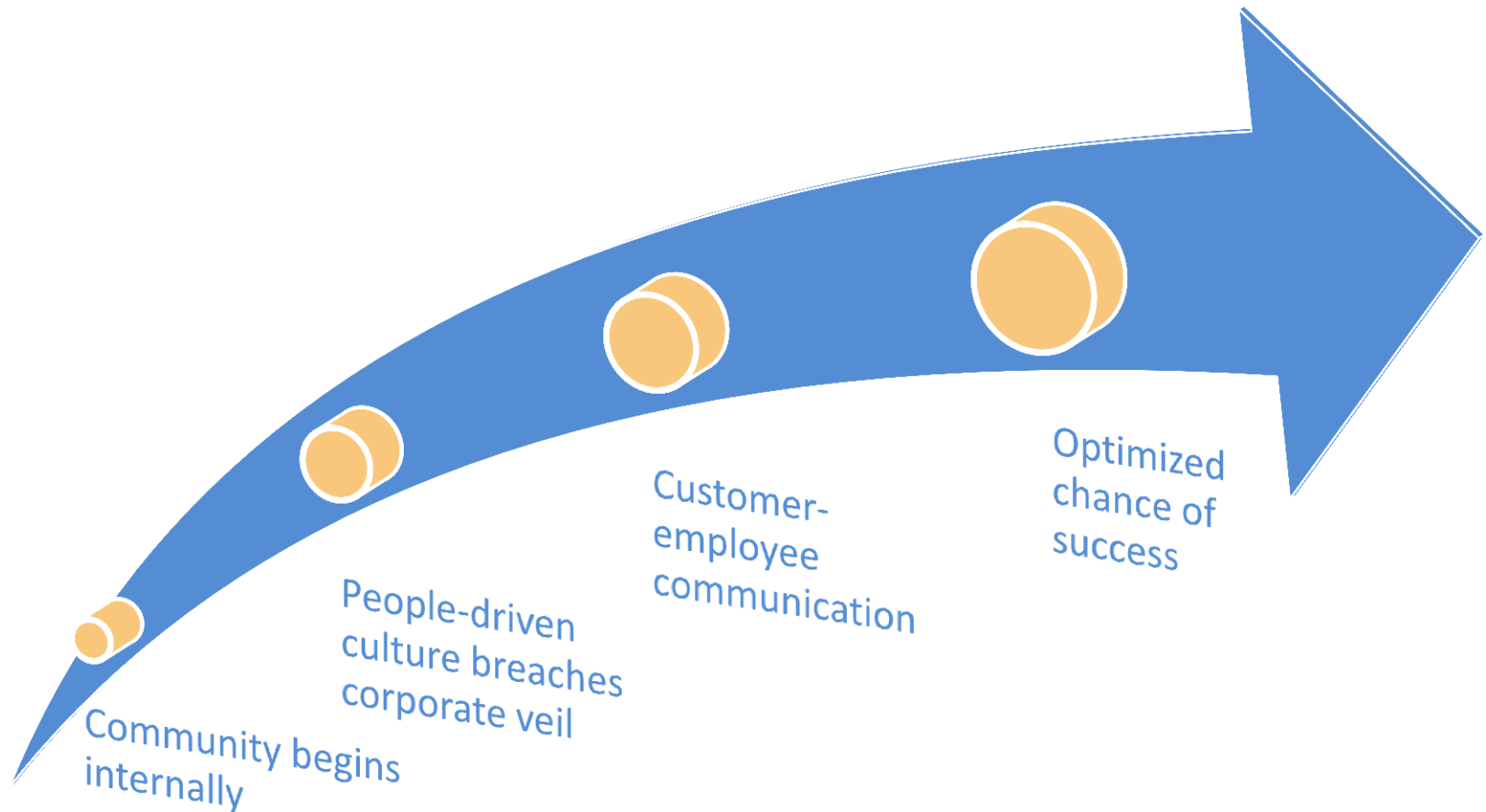
Technical Game-changer Drive Accountability

Value of Accountability



Marketing Game-Changer Drive Brand Community

Value of Brand Community



Culture *IS* your O/S

Executive



Administrative

Finance
HR
Ops

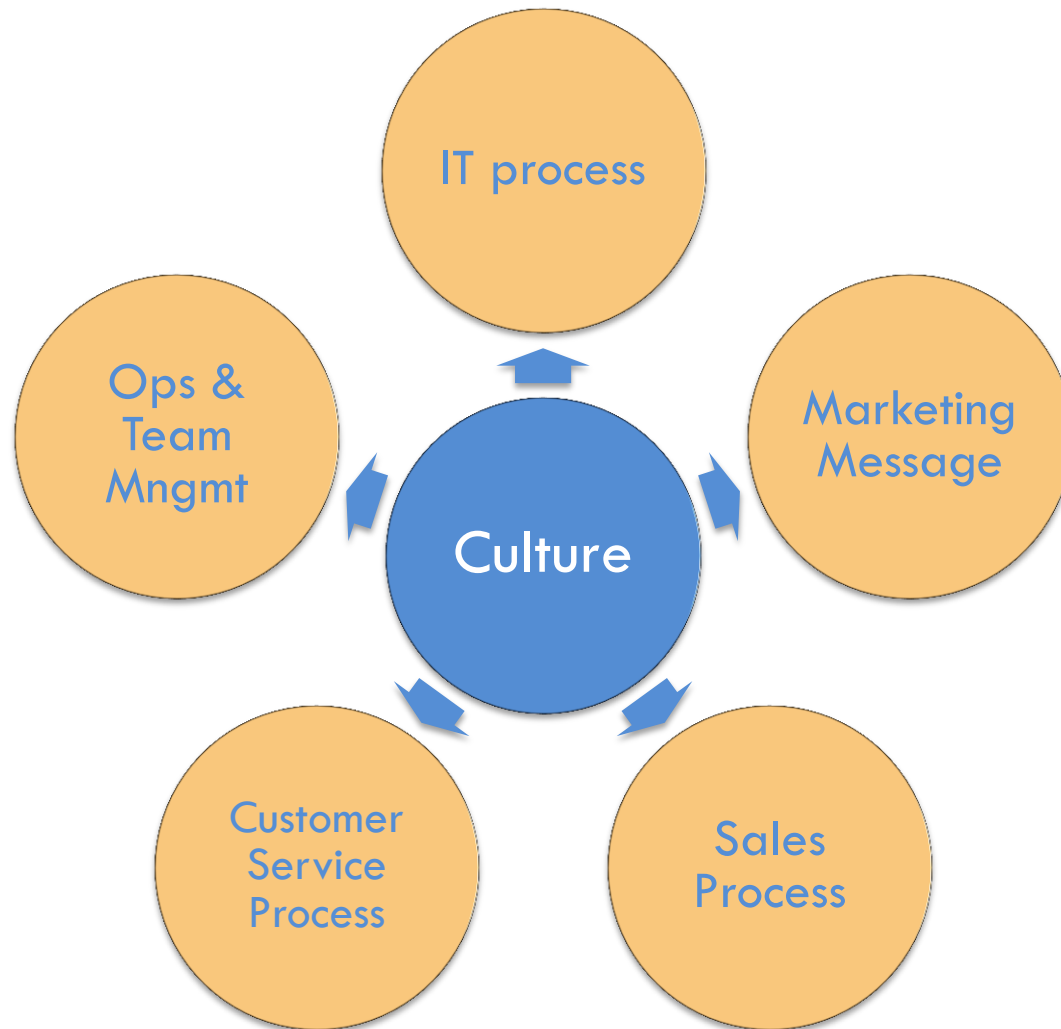
Technical

R&D
Dev
Maintenance

Marketing

Marketing
Sales
CustServ

Culture Defines Everything



Our tenets

Simplicity

Clarity

Accountability

Liquidity

Excellence

References

Simple Numbers, Straight Talk, Big Profits

Greg Crabtree

Traction; Get a Grip on Your Business

Gino Wickman

Global Search Engine Marketing

Anne Kennedy & Christian Mar Hauksson

CEOcoach podcast

WebmasterRadio.fm, 6pm GMT every Monday

Let's Talk!

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