

ATELIER/WORKSHOP 11

The Future: Are You Ready?

Speaker: Ken Ingram, The Achievement Centre, Montreal, QC

Summary:

The rate of change in all businesses has accelerated significantly, and more than ever before, suppliers are becoming business partners of the industries they support.

While this is concept still foreign to many businesses, the market place is changing and will continue to evolve. Prepare yourself for the future by keeping an eye on the trends that is affecting the way business will be done in the future. However, never lose sight of the fact that the heart of selling remains the same. If you want to win in today's competitive environment than your goal should be to provide solutions that help clients solve their problems in an efficient, effective, and ethical manner.

In this interactive workshop we will look at

The present

- √ How selling has changed.
- √ How to get that slight edge

The future

- √ Want to Do
- √ Need to do
- √ Can do

Creating win-win relationships is an effective strategy in order to get the slight edge over the competition. You must deal with the future whether they like it or not. You have a choice: to be either reactive or proactive. Those who are reactive wait to see what changes occur in their environment, consider the implications for their organization, and react by changing their organization to accommodate the changing environment. In essence, their future is driven by outside forces. This can be effective for small, nimble organizations that can make and implement decisions quickly. More and more, organizations are discovering that they need to proactively move to the future, because the environment is changing more rapidly. Proactive leaders estimate how their environment will change in the future and consequently change the direction of their organization. The purpose is to have the organization meet the emerging opportunities offered by the environment of the future. To do this, the leaders must understand what they **want to do**, what they **need to do** and what the organization **can do**.

What results do you want?

Biographies:

"I mind your Business" is what Ken Ingram does best.

A bilingual, results-oriented and innovative professional business coach, and consultant, Ken has the ability to work in any environment with all levels of management and employees. His leadership skills fine-tuned over a 22-year career in the complex and demanding commercial, business and military aerospace industry have enabled him to inspire and manage small and large groups in North America and Europe towards a common goal and objective. Due to his extensive knowledge and experience in business management he will typically push the envelope beyond what most people believe is possible. Ken welcomes the opportunity to share with you a wealth of professional talents and abilities combined with a win-win style to move your business forward in today's challenging environment.

Ken's team of 12 professional business coaches works with organizations looking to outperform the competition by tapping into their underused potential. (Member and director of the Federation International Coach Quebec - FICQ)