

Staying the same won't support survival

Kodak thought they had a 'cash cow' and therefore had little or no incentive to change or transform their business model. It appears as though they did not foresee or understand (or maybe they chose to ignore) the changes within their own industry.

Other examples of missed opportunities:

- Automakers (Ford, GM) - slow to move from gas guzzlers to fuel efficient vehicles despite rising gas prices and consumers wanting to reduce their carbon footprint
- Budget retailers (Sears, Kmart) - consumers want low prices, but don't want to feel like they are shopping in low-end stores

Success stories:

- IBM: from computer hardware to consulting
- Apple: from desk top computers to hand-held mobility
- McDonalds: from unhealthy junk food to offering salads and fruit

What are *you* doing to support your organization's survival??

*Contributor – Karen McIsaac, Managing Director