

Transform Crisis

These are hard times for many businesses and the most logical first reaction is to implement emergency measures as an immediate response. These “fix-it” strategies, however, fail to focus on the factors that brought on the crisis, usually meaning that they are bound to pop up again, leading to a cycle of crisis and emergency measures.

Too often we focus on the brush fire and fail to realize that the forest is ablaze. Too often we behave like managers steeped in operating a company – and not like leaders prepared to transform one.

Fix-it strategies only add to the complexities of a tired and under-performing operating model. Applying short terms measures will only make the inevitable, broader changes that much harder to implement.

When crisis strikes, Tudog believes in striking back and taking the opportunity to construct a new operating model, which is then sustained through constant innovation and improvement.

A business crisis is a call for help. Leaders recognize it as an opportunity to transform and improve their enterprise.