



Embracing Change

Successful Transitions in the Post-COVID19 Environment

A Course for Entrepreneur Support Practitioners

Lesson 3: The importance of an effective, adaptable, business resilience plan

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By Bob Rogers, MBA



About the Presenter:

Bob Rogers, MBA

Practitioner of Marketing & Selling

- Started & ran a government contracting business for 30 Years. Sold in 2015.
- Inc Magazines 500 (#250)
- Won over \$100 million in Government Contracts
- WSI Digital Solutions (5th Business)


Student of Marketing & Selling

- BS Engineering, USAF Academy Graduate
- MBA, Washington Univ (St. Louis, MO)
- OPM Graduate, Harvard Business School
- Dean of Business, Stratford University
- Adjunct Professor, Northern Virginia Community College



Agenda

- **Overview of Embracing Change**
 - Growing Your Business
 - Creating New Products and Services
 - Adapting & Pivoting
- **Case Study Methodology**
- **Craig's List – Test Case**
- **Case Study:** Chocolates El Rey (Growth Issues)
- **Case Study:** Concha y Toro (New Products and Services)
- **Case Study:** Infosys (Adapting & Pivoting)

A silhouette of a person is shown from the side, pushing a large, glowing, curved object that resembles a giant paper airplane or a large, curved arrow. The background is a vibrant sunset or sunrise with warm orange and yellow hues. The person is standing on a grassy field.

Overview of Embracing Change

- Grow Your Business
- Develop New Products and Services
- Know when to Adapt and Pivot Into New Markets



Growing Your Business

- Is Your Industry Growing?
- Do you have adequate cashflow to grow?
 - Internal Cash Flow
 - External Financing
- Do you have a Marketing Plan to Grow?
 - Traditional Marketing Techniques
 - Digital Marketing Techniques



Creating New Products and Services

- Understand the Lifecycle of Old and New Products and Services
- Match your Products and Services to what the Market Needs
- Understand Development Costs and Test Pricing before you “Go to Market”



Adapt and Pivot (COVID-19)

- COVID-19 has made all companies reevaluate their business models. (Pivoting)
- Most restaurant and retail establishments has to change from instore service only to:
 - Take-out
 - Delivery
 - Catering



Poll Questions?

- How many people are familiar with the Case Study Method?
- How many have taught classes using the Case Study Method?
- How many have written case studies for business or teaching?

Why the Case Study Method?



- Story Telling is an Effective Means of Communication
- Real World Examples Relate better to your Audience
- Other Benefits:
 - Explains How Problems are Solved
 - Gives proof that concepts work
 - Use Case for Spinoff Content



Poll Questions?

- How Many People Have Heard of Craig's List?
- How Many People Have Used Craig's List?
- How Many People have heard of Craig Newmark?



Jim Collins: Good to Great

- Entrepreneurs are not born, they are developed
- Three main principles
 - Passion
 - Best in Class
 - Economic Engine



Craig's List

- Break into groups
- Read Case
- Understand the facts
- Answer the Questions
- Discuss the Case

Chocolates El Rey (Growth Issues)



Concha y Toro (New Products and Services)



Infosys (Adapting & Pivoting)





Questions?