



ODA/Management Review

Agility

Note From Joel

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In recent newsletters we have talked about the environment and impact of COVID-19 and how it has affected our businesses. And we have identified strategic business tools including planning, training, and communicating. It occurs to me that, while these tools are critical and valuable, by themselves they only go so far.

When I look at a new company, I try to visualize how the firm works, and where I can help. Some of the observations are apparent and obvious. I probe for a place where change is welcome and celebrated. A place where I would shop, where I would want to work.

Let's ramp it up a notch and talk about "Business Agility. The word flexible comes to mind, fast moving, urgent!

You can see it when it is there: problems are handled quickly, opportunities are run to ground and opened, ideas are available to make changes. The firm is connected with its market. Its customers are energized.

How do we capture that environment?
What do we do to stay ahead of the game?

Recently I watched an old movie, set in a big city brownstone neighborhood. It was morning and the energy was palpable, the commerce was urgent up close and fast moving. Shoppers shouldered their way down the street. Goods and services jumped from street corner to store front. The environment was physical and loud. The kind of place where the owners go to the City Market every day before dawn to get the best produce.

The modern term might be "Real Time!"
What can we learn from the scene?

Developing the right mix of new ideas, traditional merchandising and customer service interests me. Reach out to me with your ideas.

Good Managing

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