

PPI teleconference Overview:

Re-thinking Your Next Quarter (Century): Reinventing Yourself and Your Organization to Create Continuous Growth, and Ensure Your Future Relevance

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Date: May 12, 2015

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- [Avoiding the Urgency Trap](#) by Jared Nichols

Guest Speaker: Jared Nichols, Principal, The Jared Nichols Group

Host: Josh Patrick, PPI Dean of Sustainable Business Enterprises

Description: When facing an increasingly volatile and constantly changing environment, leaders and organizations must rethink their concept and strategy for growth in order to ensure future relevance. The rate of change we see in the world today is unprecedented. New innovations, products, and services fade to irrelevance more quickly than ever before. The constant bombardment of the vast array of information now available can easily make us, as leaders and entrepreneurs, feel overwhelmed. We know we must change, constantly and quickly, but we lack clarity about how and why. Consequently, our futures are driven by outside forces to which we constantly react, and we lose all intentionality and vested interest in the future being created.

As such, the need for reinvention in our individual lives and the lives of our organizations is urgent. Reinvention demands that we change our perception of the

future and reassert control over the direction our lives are taking. It ensures our actions today have meaning and purpose and are not merely reactions to the constant challenges and obstacles we face.

Important Points:

1. Our concept of growth has been defined by short-sighted quarterly earnings models of Wall Street, causing us to focus on what is right in front of us and thereby creating a reactive approach to growth.
2. In order for leaders and organizations to set themselves up for continuous growth and ensure future relevance they must be well informed about emerging trends and issues that may impact their target audience groups.
3. Ensuring future relevance is predicated on creating continuous value. This requires a solid foundation to build on by knowing what makes you valuable today and a deep understanding of the ideal condition or improvement your target audience needs.

Special Offer! Jared has offered a [Value Assessment](#) as a free gift (\$250 value) to PPI Members. This assessment includes a 20 minute phone call to discuss your results and potential solutions to help you move forward. As a result of this assessment and phone consultation, you should have at least three new ideas on how to position yourself and your organization for future success. Please contact Jared at jared@thejarednicholsgroup.com with any questions or for additional information.

Reading Recommendation: [Re-thinking Reinvention](#) by Jared Nichols

Purposeful Quote: The “future” will never get here. If it did it would no longer be “the future.” Instead the future is always out in front of us waiting to be created. It is up to us to begin creating that future today because if we do not someone else surely will. – Jared Nichols