

Why Some Companies Thrive While Others Dive

Have you ever wondered why some companies grow and prosper while others decline?



These are perilous times in business. More than ever, the ability to recognize what needs to be done and to do it at just the right time is paramount. We have all seen examples. So why is it that some companies and organizations seem to consistently do the right thing and are winning while others have taken tragically wrong steps and are failing?

Even companies that were previously leading in their market segments have fallen apart in today's economy. Why? Firms usually fail, because they are unable to successfully orchestrate between the product, customer, market choice, and strategy implementation at the right time. There are, in fact, management characteristics that are common in businesses that succeed. Contrast those with common characteristics found in falling enterprises.

Failing Organizations

- ✚ Failure to adapt to changes
- ✚ Misunderstanding and/or underestimating the competition
- ✚ Ineffective communication within the organization
- ✚ Lack of focus on the "front line" of the business
- ✚ Lack of buy-in of the mission concept throughout the organization
- ✚ Lack of a clear and embedded code of ethics
- ✚ Ineffective leadership training & development programs
- ✚ Inability to work effectively with partner organizations
- ✚ No sense of urgency
- ✚ Use of out-dated systems and thinking to dictate the future

Winning Organizations

- ✓ Clarity of purpose at all levels
- ✓ Trust-based culture
- ✓ Effective environment of training & development
- ✓ Organizational buy-in of mission concept at all levels
- ✓ Elimination of hidden agendas
- ✓ Attention to detail
- ✓ Courageous leadership
- ✓ A bias for action
- ✓ Listening to the front line
- ✓ No organizational boundaries



Change Management: Easier Said Than Done



Business leaders have an arsenal of management tools ready to deploy for almost any business need, from boosting revenues to increasing efficiencies to managing risk. In this era of economic turbulence and technological disruption, change management has become the tool most likely to be deployed for leading a business and its workforce through the chaos to a desired future state. However, change management is more than a tool. It is a framework, a methodology, a process, and for some, an overarching philosophy that takes the fear out of responding to chaos.

The science of change management has come a long way from the 1940s when physicist and social scientist Kurt Lewin introduced his model, **Unfreeze-Change-Refreeze**, based on changing the shape of a block of ice. It's an interesting and somewhat useful analogy for understanding the overall framework of change management, but it's just a start. Advances in organizational development and behavioral psychology have evolved change management into a model with multiple dimensions addressing the tangible and intangible aspects of change.

Risk Taking

In times of challenge and opportunity new leaders emerge who win not by surviving the storm, but by changing the game. Changing the game requires process transformation that infuses intelligence into our decision making and management systems. Risks are the driving-force of business, and creative risk-taking is essential for success. Thoughtless risks are destructive, but perhaps even more destructive is thoughtless caution which prompts inaction and promotes failure to seize opportunity.

Risks are an important part of business and everyday life. Taking wise risks can benefit your business and help you reach and exceed your goals, but it may be difficult to determine which risks are worth taking when you're considering your current and future projects, investments, and plans.

Complexity Management and Opportunity

A rapid increase of complexity is becoming a major concern of the 21st-century. Highly complex business systems are fragile, and can suddenly fail. They are uncontrollable, unpredictable and the enemy of sustainability. Moving from risk management to high complexity management is the new paradigm. It's reassuring to see the recent success of many small businesses, even in an uncertain economic climate. Change and market disruption are expected deliverables of innovative management. Firms either have innovative talent to think differently or they do not. Technology is maturing extremely fast. Business models are becoming obsolete at an alarming rate.

Failure

Many who have led the market are falling victim to their own success. Many fail to recognize the market changes and will miss their window of opportunity. These times of turbulence are changing the order of the market and redefining a new future. With market chaos comes opportunity, and those who recognize the opportunity and seize it will be successful. Often we see what is happening around us but we don't understand how it impacts us. This is where an independent view is useful. This is where Creative Solutions can help.

Nothing is more expensive than a missed opportunity!

Too often in times of turbulence the temptation is to “batten down the hatches” and seek safety by focusing on what can be controlled. Typically that means turning inward and acting defensively to avoid damage and minimize risk. Caution and prudence, like most other leadership behaviors, are useful only in conjunction with the exercise of good judgment. In stressful circumstances externally-focused perspective is more important than ever.



Opportunities don’t vanish because times are tough. In challenging circumstances, leaders need to stay alert to market conditions, competitor behavior, and customer needs. They also need to support, visibly and enthusiastically, innovation and entrepreneurial activity. Leaders need to consider what value-creating opportunities are generated by turbulence itself. Weaker competitors offer attractive expansion potential at what may be bargain prices and acquisition can lead to new markets, products or services being created. An independent view is useful to challenge the status quo.

Opportunities don’t wait around for the good times to return. Leaders must drive their organizations to continue investing financial and human resources to capitalize on these opportunities.

To remain entrepreneurial and innovative, an organization must take risks even in turbulent times. But it’s easy to believe that all risks are bad. Emphasizing revenue growth and some cost retrenchment is crucial and appropriate when supporting new initiatives. No one ever saved his way to growth and sustained profitability.

In the months and years ahead we will continue to see rapid and significant change in almost every industry. Status quo is no longer a sustainable option. Now is the time for action. What we do and how we do it is our future, so making intelligent choices and properly implementing change will determine if we dive or thrive.

Creative Solutions can help you change the game and seize the opportunities that are present in today’s turbulent market. Let’s explore the possibilities together. To better understand how we might work together, we are offering a free one hour Skype or Google Hangout Introduction. To arrange a conference, go to www.albrightsglobal.com and click on “**Explore the Possibilities**”.

Seize the Opportunity

Creative Solutions is uniquely qualified to assist you in the laboratory furniture and equipment market. While this is our specialty, we have several innovative projects outside the industry. If you have the need to revise your business model and create game changing strategies, we can help.

Check out our focused chemical fume program
www.fumehoodscertified.com



We are certain that successful companies will not be the ones that adopt a 'wait and see' approach. Instead successful companies will prepare themselves thoroughly to anticipate future needs and undertake the difficult process of finding solutions to address them. They will not just fix what is broken, but will view their new circumstances as a stepping stone to the next generation of business opportunity. Leaders must be open-minded about market signals and face the inevitable when their business model is not adapting to changing market conditions.

The lean start-up puts forth an ideology of systematically testing your business model against your assumptions. If you can move from uncertainty to certainty using the fewest dollars and in the shortest period of time, you're destined for great things.

No company ever dazzled the world by half-heartedly pursuing a market. Executives never reach the pinnacle of their industry by consistently being timid. So why, despite all of the evidence to the contrary, do we see so many companies dip their toes into the pool of innovation instead of diving in? Corporate innovation is already a difficult proposition; why doom it to failure by pursuing it half-heartedly? Innovation is the confluence of product development and a business model that can deliver those products to customers at a profit.

What is Creative Solutions?

Opportunities don't wait. **Creative Solutions** is a flexible organization where we assemble unique talent to help meet your challenges. There is no magic bullet or easy button, but we can bring resources to help solve your most challenging issues. We have the ability to acquire talent to support your needs. With over 40 years of business experience across several industries and companies, we can provide an honest and meaningful external perspective.

Introductory Offer



We have found that many organizations are not quite sure what they need to do. They know change is necessary, but don't know where to start. To help you define your needs, we have an introductory offer of 10 hours to understand your situation. This can be done in person or remotely via Skype. **The cost for this 10 hour session is \$1,000 USD.** The session is aimed at helping you better understand how to approach the changes that are happening. After this session, we will develop a written proposal for an ongoing program or project to address your needs.

As a first step to our involvement, we offer a free one hour online session. [Explore The Possibilities](#)



[Click here to get started](#)

WHAT CREATIVE SOLUTIONS DOES



Engage creative mindsets - There is no real alternative for an impartial viewpoint that is free of personal interest or pre-conceptions about existing traditions, loyalties, or company political bias. We bring to the table a fresh and independent look from an entirely different perspective. Our holistic approach will expose new alternatives and ways of viewing the situation. We engage creative minds to think, challenge and solve! We challenge the status quo in a productive way.

Creative Solutions can:

- ~ Open (invisible) doors - Conceptual thinkers that find the impossible possible
- ~ Train people to be performance driven and to move towards results
- ~ Find creative solutions for complex problems using a holistic approach
- ~ Actively participate and accomplish what needs to be done
- ~ Be present where the action is ("Gemba"), i.e. the production floor or with customers
- ~ Look beyond paradigms to alter perspectives and promote change
- ~ Enable the culture necessary for sustained change and improvement
- ~ Assist with value added business transformations
- ~ Create interaction, from Gemba to the Boardroom
- ~ Analyze and drive improvements
- ~ Streamline business processes with enhanced business models
- ~ Help your business utilize Lean Process Engineering
- ~ Create Visual Management Systems
- ~ Promote Divergent Mind Modeling



With over 40 years of management experience working with a wide array of companies on a worldwide basis, the Creative Solutions team has a broad experience base that gives us a unique insight into many issues that industries face today. The Laboratory Furniture, fume hood and containment industry is enduring a "perfect storm" and has reached a defining moment. Our holistic approach will provide your company the foundation to achieve results. We can assist in creating and implementing game-changing and winning strategies.



WHEN SHOULD YOU CONSIDER CREATIVE SOLUTIONS FOR A PROJECT?

- When a problem is known to exist but the organization does not have the time, the expertise or the staff to tackle it.
- When you need assistance with time sensitive efforts. Any effort which has an aggressive completion date can be very frustrating to managers and staff members involved. These activities usually require everyone to devote 100% of their time, thus creating an impossible situation. We can devote a full time effort to quickly accomplish the project and achieve the desired results.
- When a problem is known to exist, but neither the symptoms nor the underlying cause can be determined by anyone within the organization in an unbiased way.
- When the organization has already addressed the problem itself but has not resolved the issue.
- When you need a change master to introduce new technology, new techniques and processes, or a fundamental change in the organization's structure or business direction.
- When a conflict of views on future policy has arisen within the organization and an independent and skilled assessment is needed.
- When you need results NOW.
- When you need help in thinking "outside of the box" and developing strategies and tactics that will be game changing.
- When you have work that needs to be outsourced due to a lack of internal resources.



The world of laboratory furniture and fume hoods is changing at a high rate. Many acknowledge that times are tough and that they need to change, but changing can be difficult. If your organization feels the need to make changes and adapt to the market Creative Solutions may be able to help you.

The laboratory furniture and fume hood industry is small with a small number of players. The hybrid aspect of the business has many unique characteristics that sets it apart. We make products, but we are also in the construction business. We sell products, but we also sell projects and service. The skills necessary to succeed in this industry are unique, and the number of experienced people is limited. Unless you are one of the larger players, the available talent pool is very limited. That is where Creative Solutions comes in. We have a team of experienced people that can take on projects of various scopes and sizes. Instead of trying to hire expensive employees, you can have access to some of the industry's top talent through **Creative Solutions**. This approach allows you to focus superior expertise on your project or issues without the commitment or expense of a permanent hire.

Areas of Expertise

- **Lean Manufacturing** - For a decade we have explored many lean options for this hybrid built-to-order with customization business. We have refined the concepts and have unique industry-specific approaches.
- **Product Design** - In addition to offering our own designs, we can work with you to improve your designs to reduce costs, add features, and improve quality and manufacturability. Our specialty is creating modular platforms.
- **5S Program**- We have created a 5S program geared specifically to our industry.
- **Visual Management** - In the specialized manufacturing environment we are working in, visual management is crucial. Effective metrics coupled with visual triggers provide real-time triggers that make it possible to quickly identify problems and address them.
- **Fume Hood Certified** (www.fumehoodcertified.com) - This is a unique program developed to advance the understanding of chemical fume hoods. We assist both the end-users of fume hoods as well as those who sell fume hoods.
- **Engineering Library** - Creative Solutions has a complete product library of fume hoods and casework that can be adapted to your specific needs. Our library continues to grow and we have creative options available that include use of our engineering team.
- **SEFA Product Testing** - Our years of experience with SEFA testing and involvement with SEFA makes us uniquely qualified to assist you in obtaining SEFA Product Certification.
- **Production Control Systems & Pull Scheduling software** - Over the past two decades we have developed a number of software solutions to assist in the management of production. With both local and web-based packages, we can offer you unique solutions.
- **Contact Management Software** - In the construction business there are a number of channel customers in addition to the ultimate customer. Understanding these complex relationships can help companies gain influence and better manage opportunities. Our relational software was custom written to give you a competitive advantage.
- **Asset Relocation** - With consolidation and shifting markets, it often becomes necessary to shift production. We have been involved in over a dozen relocations and have the experience to help make a move as painless as possible.
- **Powder Coating Systems** - Our industry and our products are not typical, and require some special features and processes. Working with five major systems in the past three years, we have learned the tricks that make Powder Coating productive and cost effective.
- **Business Model Generation** - Business models are becoming obsolete with alarming frequency. Market disruption is today's norm and status quo is dead. Whether you are seeking an update to your existing model or looking to reinvent, we have unique insight that can help you with the process.

Creative Solutions offers a service that has never before existed: access to top industry talent without the need to hire permanent staff. Buy just what you need.

We would be happy to discuss your needs and see if there is an opportunity to work together. Chip will be attending SEFA Dubai @ Arablabs (March 2015) as well asACHEMA 2015 in Frankfurt (June 2015)

About **Chip Albright**

Chip has a long history of successfully executing innovative strategies. Chip says, “As a holistic thinker I often have been able to take seemingly unrelated elements and see them in a way that offers a new approach.” He states, “I have listened, watched, and learned, which over the years has given me many insights into how it all works. My experiences have made me uniquely qualified to tackle some of the toughest challenges in business.” Chip has spent over 30 years in the industry working with 5 companies and over a dozen clients worldwide. As such, he is experienced in addressing many of the issues faced by executives today. The knowledge he has gained allows him to provide valuable insight into creative and innovative approaches to the toughest problems.

More about Chip on

<http://www.linkedin.com/in/chipalbright>



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