

# Disruptive markets need new thinking



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**08:30 - 12:00**

**Hydrobygget, Bygdøy allé 2**

# Disruptive markets need new thinking



**Strategic  
advisors**  
with our clients  
business  
strategy

**Resource  
management**  
by securing the  
talents needed  
to fulfill  
business plans

## Disruption – what happens?



**Habits are being disturbed, broken up, rules of the game changes and by all means management is challenged to seek new solutions.**

# DISRUPTIVE MARKETS NEED NEW THINKING

**Among many forces that are changing the world - technology is the strongest.**

Norway is under reconstruction and the digital switch kicks in by full force. New technologies are introduced daily - all that will affect our lives over the next decades to come.





**Go To Market is  
the strategy  
and execution  
of taking a brand,  
a product  
or service  
to the market place**



MARKET  
ASSESSMENT

COMPETITION  
MAPPING

GOTOMARKET  
STRATEGY

SOURCING  
TALENTS  
NEEDED

# Market opportunities

\$40 is the New \$100

**Norway is  
under  
fundamental  
reconstruction**



**New technology solutions required**

**Renewable energy**

**Urbanization**

**The consumer market**

**Shift from permanent placement  
to project based hire of contract  
professionals**

# How to handle the new challenges?

1. **Analyze** the situation
2. **Accept** reality
3. **New situation** requires most likely a new strategy
4. **Perform market surveys** and seek up to date market insight – and build a strong fresh business plan
5. **Seek professional expertise** as part of the start up project – pre sale function reduces risk and break up the market
6. **Communication as a strategic tool**; Involve, engage and use communication both internally and externally to ensure change is implemented



## Using the brand as a bridge to new growth opportunities

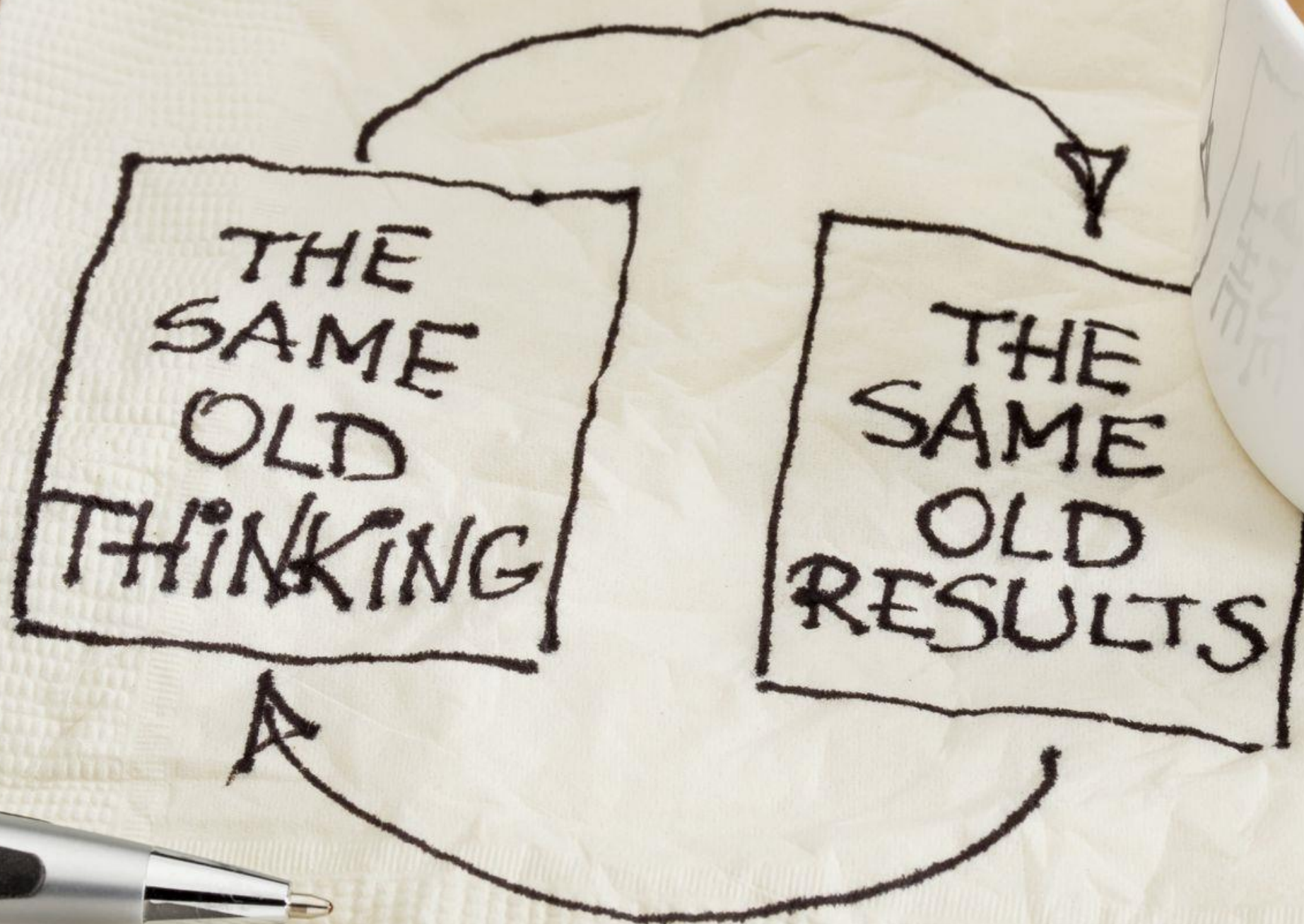


**Does the brand  
have enough  
substance to  
ensure transition to  
the new market  
situation?**

# North Consultants – management consulting



**Management must ensure that employees and customers believe in the strategy**



# STRATEGIC MARKET POSITIONING

Play by the «rules»

«the establishment»

**Reinvest**  
in existing market  
advantages

Bend the «rules»

**Raise the stakes**  
By expanding boundaries  
and build scope benefits

Break the «rules»

**Redefine the industry**  
to extend market advantages  
and discourage insurgents

«the challengers»

**Hitchhike**  
on the market  
leaders strategy

**Highjack**  
by winning in the most  
attractive customer profit pools

**Disrupt**  
to change the “rules” of the  
game, challenge the existing

# GO TO MARKET STRATEGY SOLUTIONS

