

Disrupting or Prompting



BUSINESS STRATEGY SKILLS TRACK

**Does this affect how
you approach
business?**



Presented by
Tom Shay

PROFITS+PLUS
\$olution\$
FOR SMALL BUSINESS

P.O. Box 128
Dardanelle, AR 72834
www.profitsplus.org

Disrupting or Prompting Does this affect how you approach business?

What has previously caused us to change the way we approach business?

"Homer" businesses -

"Plow hand" businesses -

"Hold my beer" businesses -

How do you look at the creative businesses?

"Blue ocean" or "red ocean" strategy?

Things we should expect to see changed -