

January Newsletter – CEO's Corner

Laila Samawi-Utley

President, CEO and Managing Principal

You Get What You Get and You Don't Pitch a Fit!

Leveraging Change to Increase Your Bottom Line

I have heard so many CXO's concerned about the recent election, but to be fair I have heard concern in every election throughout my career. There is often fear in change. Do we take the Chicken Little approach? Not at ResiliEnt and neither should you. We help our clients recognize and even embrace those new opportunities presented by change.

There has been a paradigm change in the way to run a successful business and keep up with global market place changes over the past 10 years. Some of you were early adopters and some of you have just jumped in the game out of necessity, watching your competition make leaps and bounds while you suffered a flat line, in growth.

Embrace the fact that the Business Paradigm has changed. In fact, those that have, use the resulting gains in knowledge, flexibility, nimbleness and operational efficiencies in their organizations to predict and model the impact of occurrences, such as the election, on their business. This gives them time to redistribute resources and determine what new under supported market needs and opportunities will arise and how their organization can best position themselves to leverage that change to their benefit, (i.e., new service, new product, new technique).

First and foremost let's learn from our government's mistakes and focus our attention on what is best for the country, **your organization**, not individual egos or interest groups. Instead of clinging to the status quo, let's give everyone a "Get out of Jail Free Card". Now we can stop pointing the finger, holding on to those policies, decisions and albatrosses that you or other CXOs supported that were and are an expensive general drain of resources that bring your company relatively little benefit. Now we can work together toward one common goal as a team. Let's reallocate those resources to take advantage of the new opportunities that have been born out of change.

At ResiliEnt we are excited to see the new opportunities that arise and look forward to identifying those many new opportunities with you. We use our 360 degree view and capabilities to solve critical customer issues/opportunities. We leverage enterprise collaboration, data analytics, predictive modeling, actionable business intelligence, etc... through agile methodologies to identify, support and create adaptable strategies and solutions. These solutions create ResiliEnt "Best of Class" business, data and process driven organizations, with C-suite agility, improved business performance and tangible Return on Investment (ROI). Our team is dedicated to providing unique client specific solutions that solve critical issues and gain essential business advantage. This nimble new way of doing business positions you to embrace change and use it to your advantage.