



# Transitions

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**Breaking through glass ceilings**

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# Transitions – Growth Model

Size

Culture / empowerment

**Visionary**



Business plans



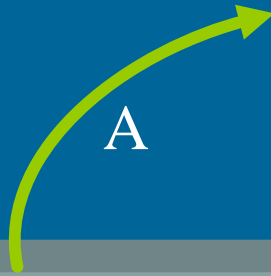
**Strategic**



Weekly plans / cash flow



**Tactical**



A



B

Doing things right / wrong

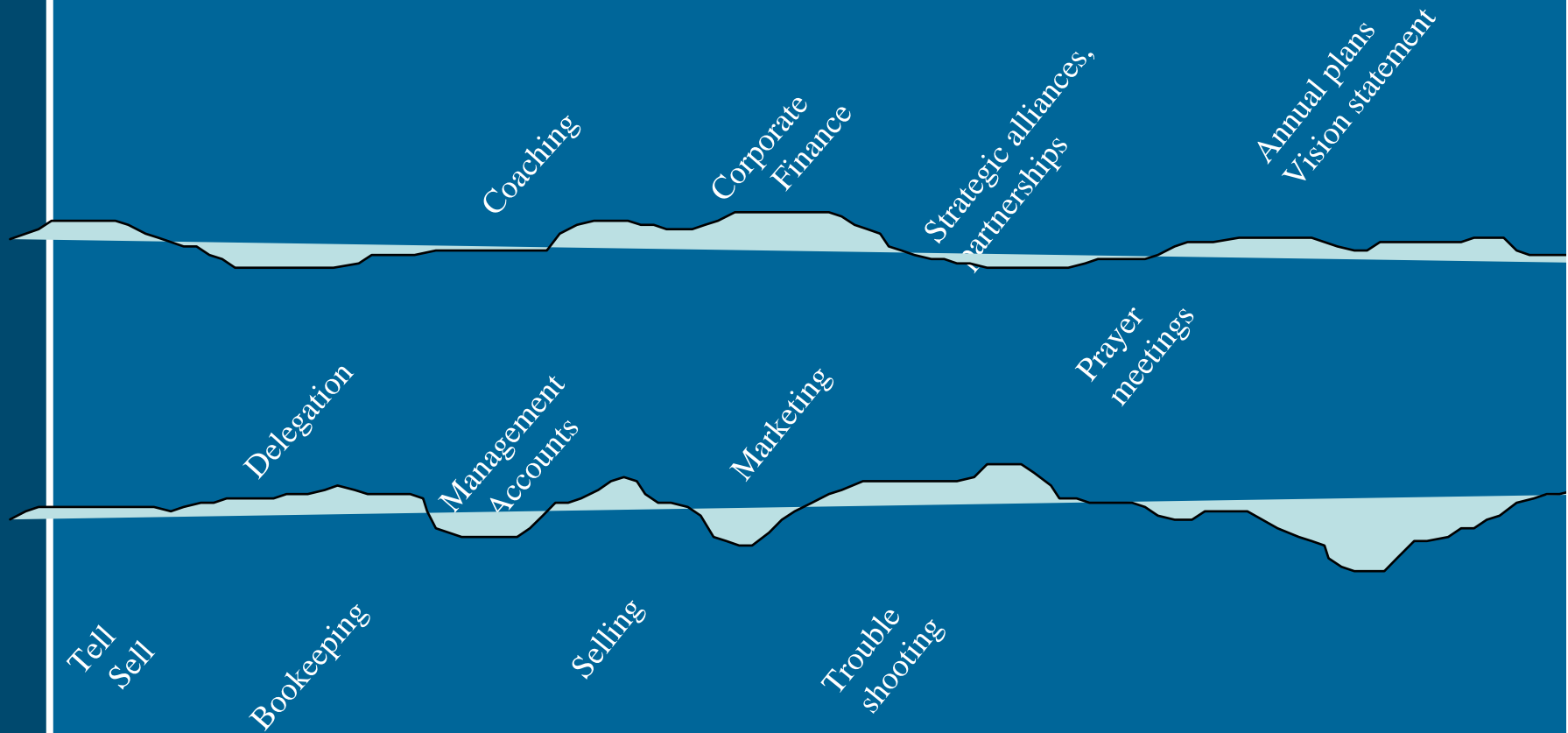


Time

Transitions

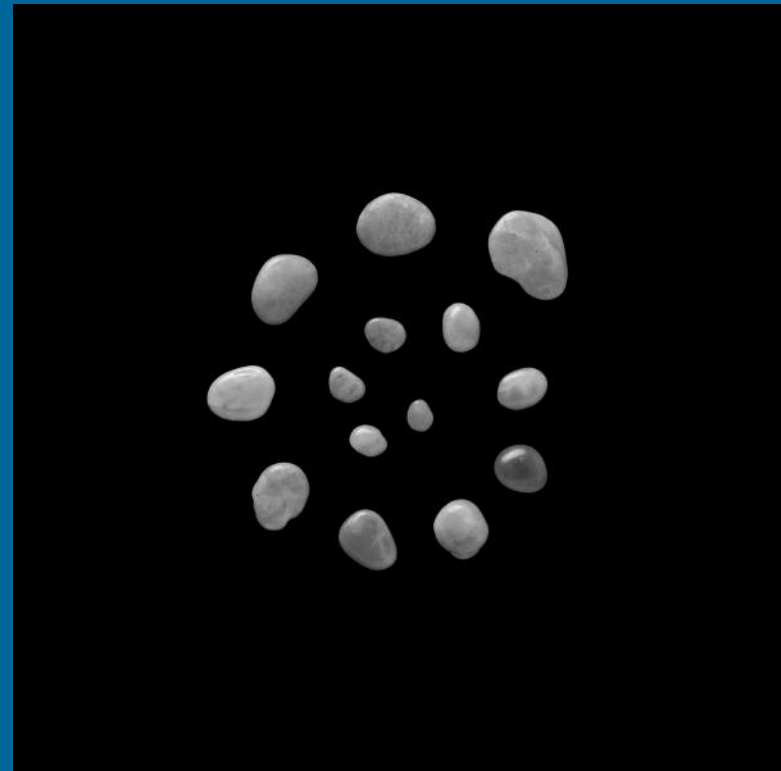
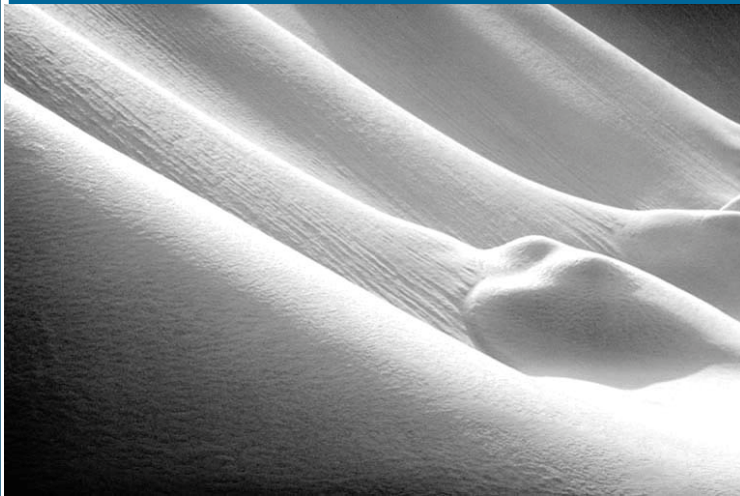


# Transitions - Breaking Through Glass Ceilings





# Imagine!





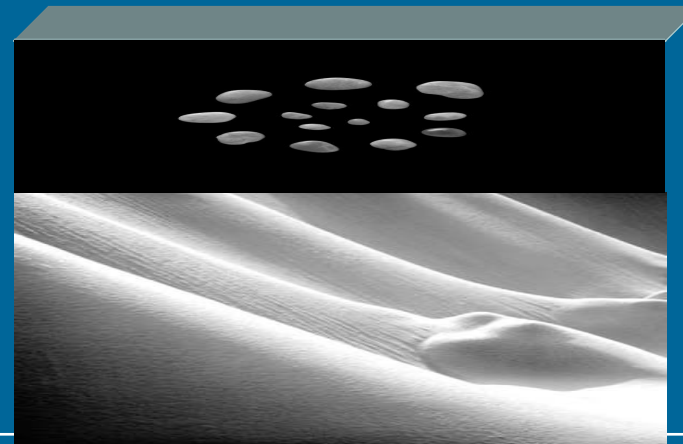
# So how do we breakthrough the glass ceilings

- **Roosevelt - New Deal (not New Labour!)**
- **Relief**
  - reduce errors
  - reduce wastage
  - improve the quality of sales
- **Recovery**
  - ABCD - become more strategic with growth
- **Reform**
  - Articulate the vision and start to live it



# Relief

Create Head Room for thinking



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# Relief

- **Reduce errors**

- Operational – moments of truth
- SWOT analysis – drill down to W – convert to OTSU!

- **Reduce waste**

- Only focus on what adds value to customers
- “....*Where knowledge is free and the mind is not bogged down in dreary desert sands of dead habit*”



# Where to extract value

What factors can be  
Eliminated that industry takes  
For granted?

What can be reduced below  
Industry standard?

What should be raised well above  
Industry standard?

What can be created that the  
Industry does not offer?

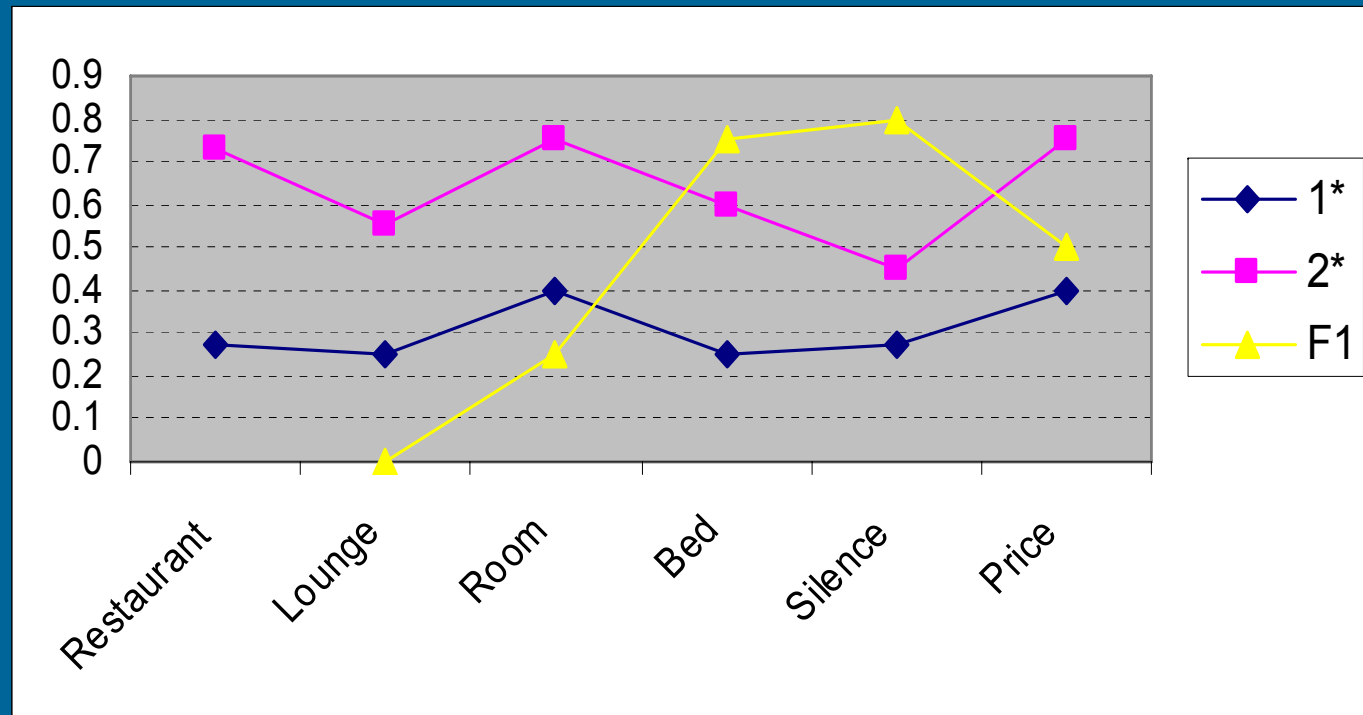
Cost savings through  
Elimination and reducing

**Innovation**

Buyer value is enhanced  
Thus creating higher revenues  
And volumes

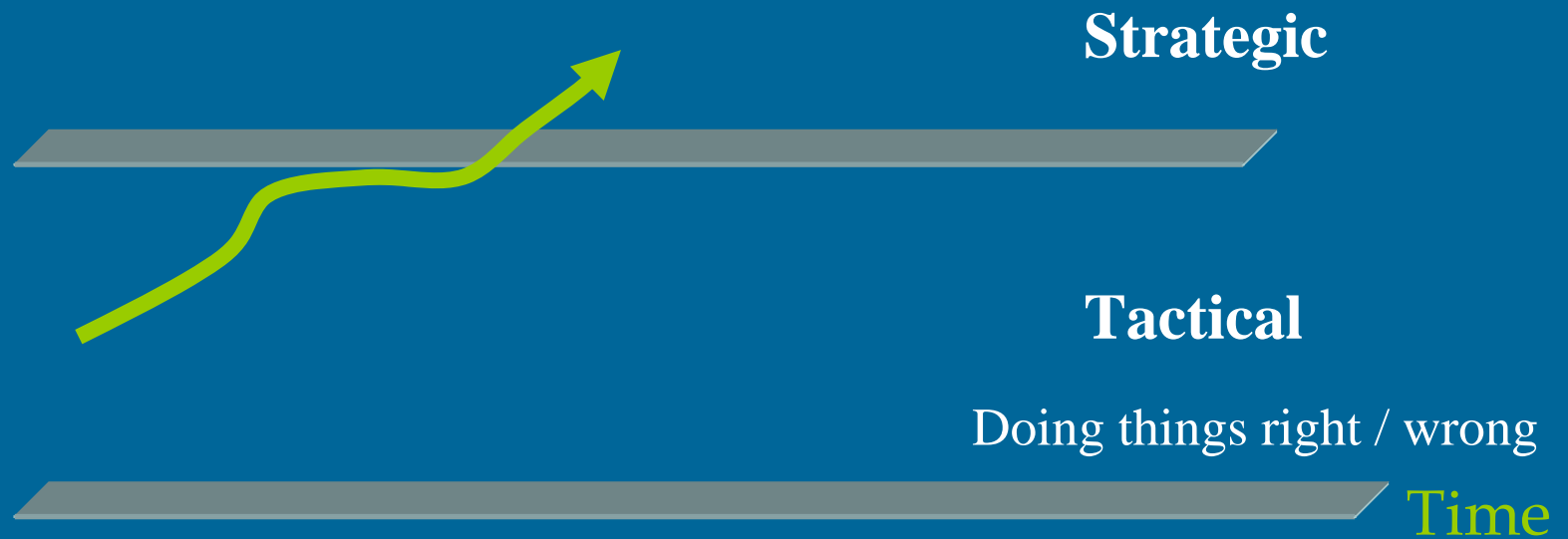


# Value Gap analysis





# Transitions Growth Model

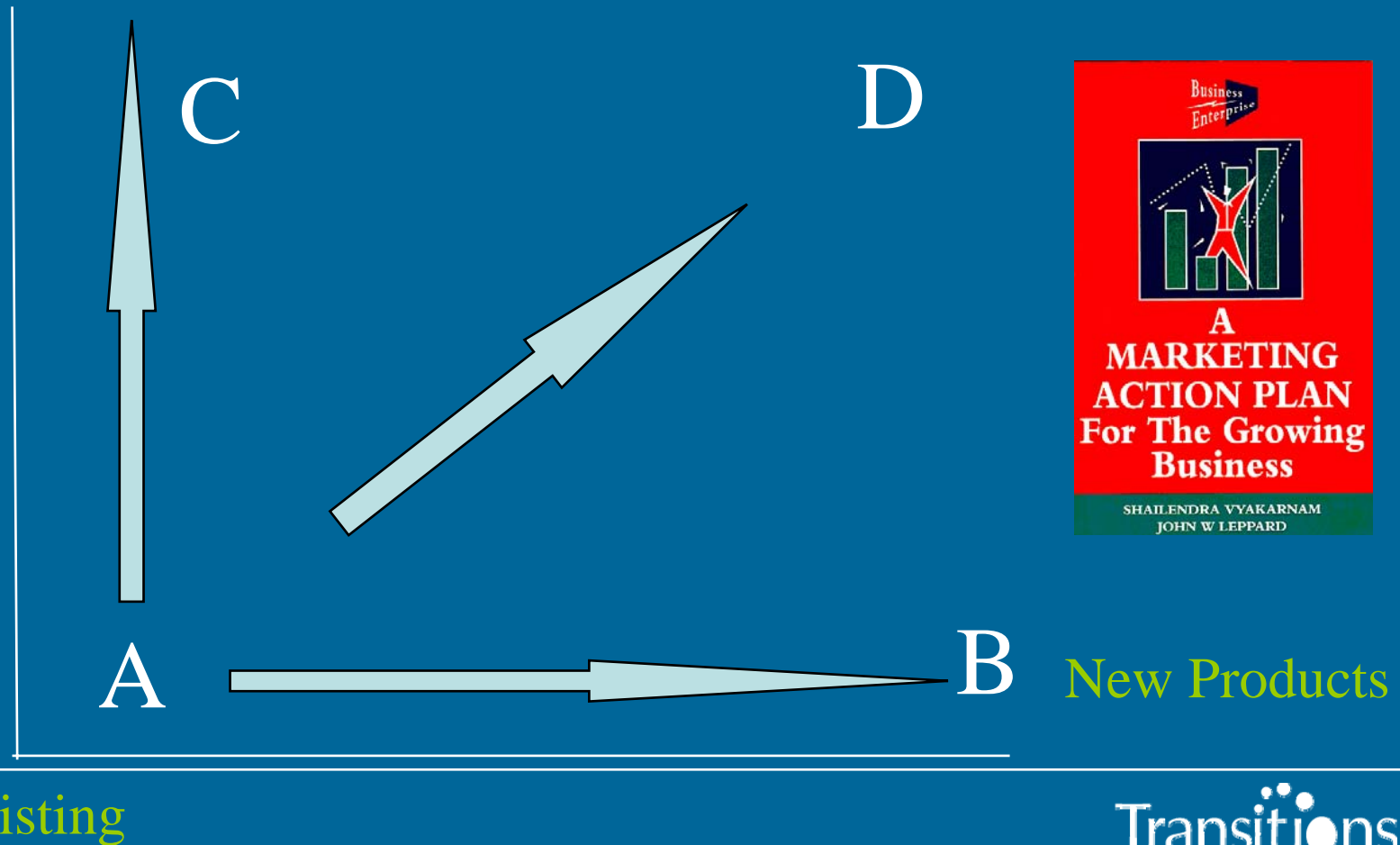




# You Have To Sell Something To Someone To Make A Living !

I. Ansoff

New Customers



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# Implications - Marketing

Sales oriented  
Client acquisition  
Advertising  
Direct mail  
Local exhibitions  
Branch networks  
Internet sales

**CH4**

Out of travel  
New destinations and methods..  
Who are customers, what do they  
Want and why?  
How should we sell to them  
How will we make money?

**CH5**

Retain clients  
Loyalty schemes  
Really caring sales teams  
Relationship marketing  
Back office support  
Knowledge is key asset

**CH2**

New destinations  
New services  
Cross selling  
Offers new prices  
Can we do it  
Pushing on open doors?

**CH3**



## Implications - Finance

Cash drain  
From bottom line

Project finance

Margins must be good  
Investments needed  
Systems  
Procedures

Brand extension  
Create “new assets”  
Lumps of cash

CH6



## Implications -People

Can take a no  
Love to sell  
Hunter Gatherers  
Outward oriented

Vision  
Ideas  
Copes with risk and  
Uncertainty

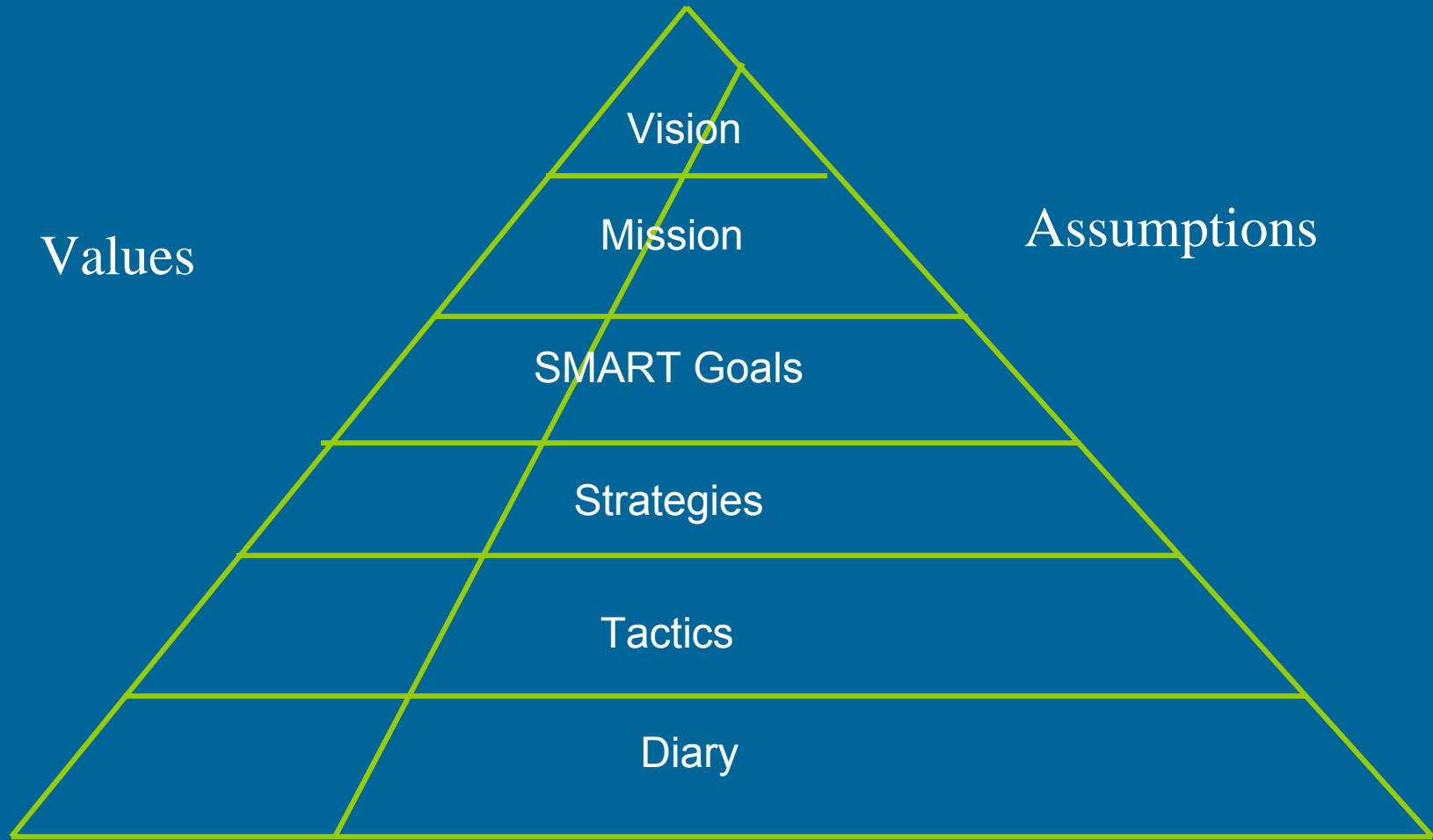
Love relationships  
Do not get bored

Product developers  
Completer/Finishers  
Project skills

CH7



# Reforming





## Vision

- Is it clear
- Memorable
- Inspirational
- Do all of you agree with it?
- Can it be understood by others in the business?



## Summary

- Growing your businesses through glass ceilings
- Seeking Relief then Recovery and finally Reform
- Relief = Operational
- Recovery = Becoming more strategic
- Reform = Taking a long term view of your business – configuring your business with a real purpose