

2 MINDSETS



FIXED mindset:
intelligence is static.

This leads to a desire to look smart and therefore a tendency to...

CHALLENGES ...avoid challenges

OBSTACLES ...give up easily

EFFORT ...see effort as fruitless or worse

CRITICISM ...ignore useful negative feedback

SUCCESS OF OTHERS ...feel threatened by the success of others

As a result, they may plateau early and achieve less than their full potential.
All this confirms a **deterministic view of the world.**



GROWTH mindset:
intelligence can be developed.

This leads to a desire to learn and therefore a tendency to...

...embrace challenges

...persist in the face of setbacks

...see effort as the path to mastery

...learn from criticism

...find lessons and inspiration in the success of others

As a result, they reach ever-higher levels of achievement.
All this gives them a **greater sense of free will.**



Marketing Myopia

Levitt, Theodore (1975). "Marketing myopia". *Harvard Business Review*. **53** (5): 26–183.

CAUSES OF MARKETING MYOPIA

- **Companies assume they are in a Growth Industry**

“A growth industry is an expanding sector of an economy, or one growing much faster in comparison to the overall economy. It is also called a sunrise industry. It is the opposite of a mature industry.”

- **Companies believe there are no Competitive Substitutes**

- **Failure to Consider the Requirements of the Consumer**

- **Focusing more on Products and not on Customers**

- **Failure to Consider Changing Consumer Lifestyle in the Digital Age**

- **Excessive Dependence on Research and Development**

STRATEGIES TO AVOID OR MINIMIZE MYOPIA

- **Have a Clear Vision**
- **Be Customer-oriented, not Product-oriented**
- **navigate consumer Psychology**
- **Have clear idea about market ecosystem and competitions**
- **Innovation as a Marketing strategy**
- **Company's long lasting competitive advantage**
- **Conduct comprehensive Market Research**
- **Believe that Marketing is more important than Selling**
- **Be aware of the Competition and use your Resources**
- **Diversify your Business to Safeguard your Future**
- **Disruptive Innovation**
- **Never stop evolving and be futuristic**

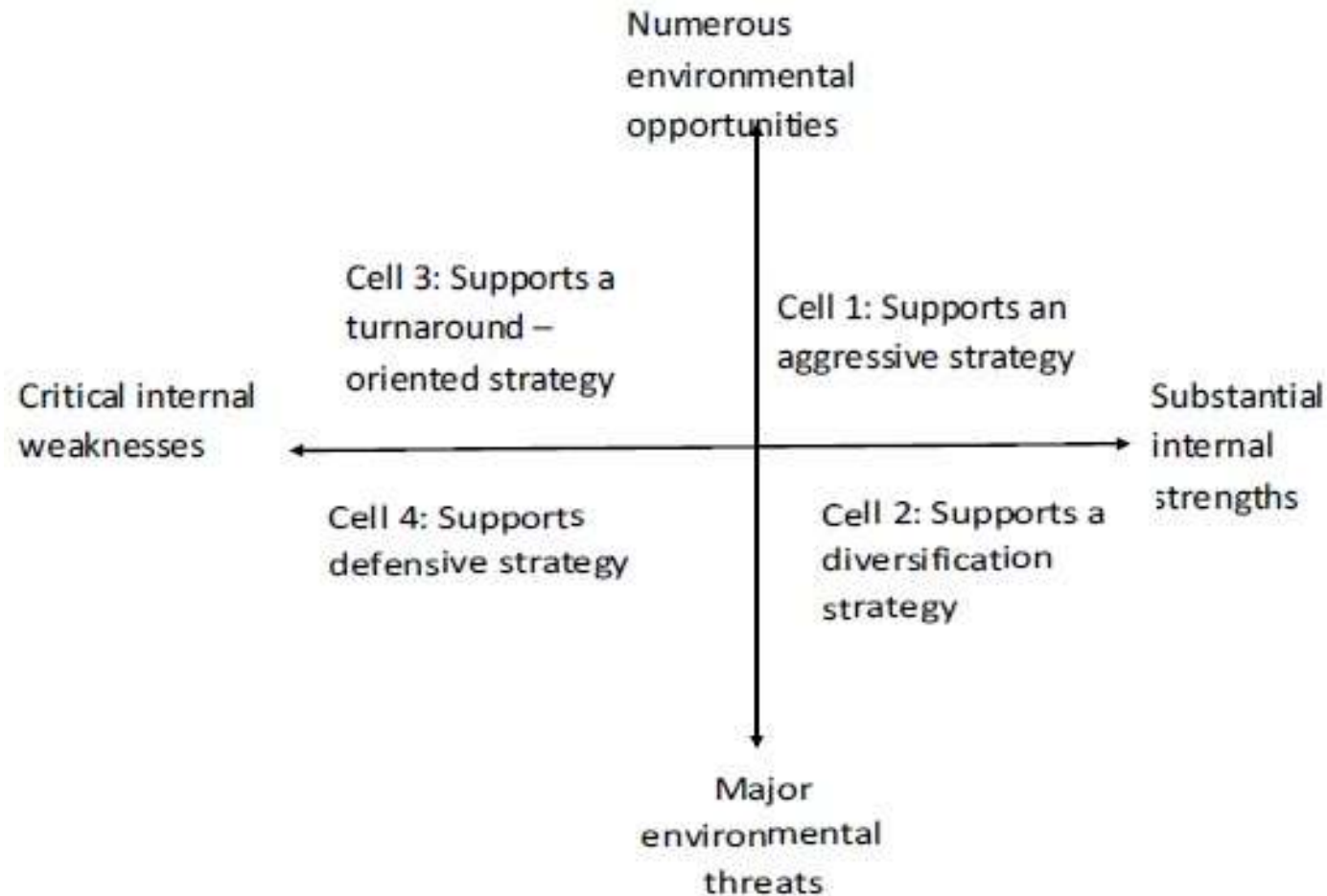
SWOT ANALYSIS

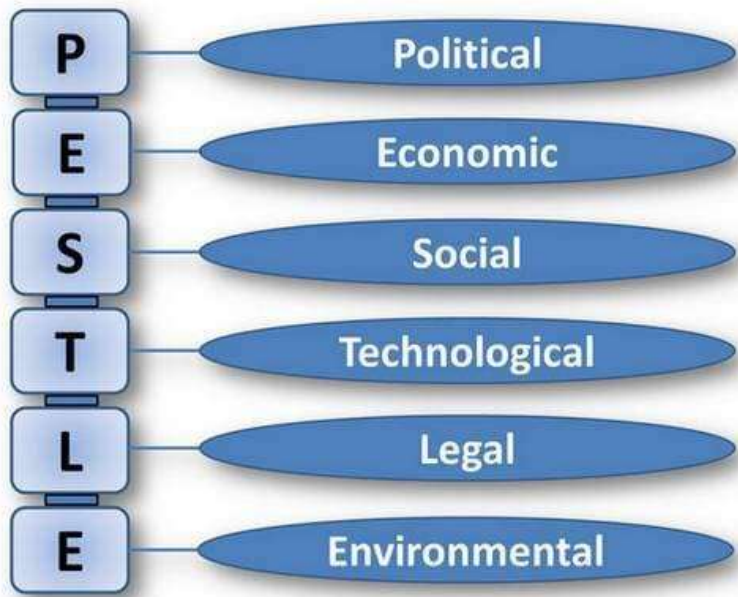
	HELPFUL	HARMFUL
INTERNAL	 <p>S Strengths</p>	 <p>W Weaknesses</p>
EXTERNAL	 <p>O Opportunities</p>	 <p>T Threats</p>

*SWOT analysis was invented in the 1960s by a management consultant named **Albert Humphrey** at the **Stanford Research Institute**. Previously, corporate planning had not met with much success. Fortune 500 companies needed a way to produce long-term planning that was executable and reasonable.*

	Strengths (S) List 5-10 internal strengths	Weaknesses (W) List 5-10 internal weaknesses
Opportunities (O) List 5-10 external opportunities	SO Strategies: Generate strategies here that use strengths to take advantage of opportunities	WO Strategies: Generate strategies here that take advantage of opportunities by overcoming weaknesses
Threats (T) List 5-10 external threats	ST Strategies: Generate strategies here that use strengths to avoid threats	WT Strategies: Generate strategies here that minimize weaknesses and avoid threats

TOWS matrix (Wehrich (1982))





PESTLE

PESTLE ANALYSIS		
<p>POLITICAL</p> <ul style="list-style-type: none"> Services Tax policies Regulations Infrastructure 	<p>ECONOMIC</p> <ul style="list-style-type: none"> Staff costs Inflation Growth rate Business cycle and trends 	<p>SOCIAL</p> <ul style="list-style-type: none"> Demographics Income distribution Education Cultural variations/norm
<p>TECHNOLOGICAL</p> <ul style="list-style-type: none"> Communication Emerging technologies Transfer of technology from other areas Research & Development 	<p>LEGAL</p> <ul style="list-style-type: none"> Laws Regulatory change Guidelines 	<p>ENVIRONMENTAL</p> <ul style="list-style-type: none"> Ecological focus Health in the workplace Energy Resource management

SWOT

Strengths

Weaknesses

Opportunities

Threats

PESTLE

Political

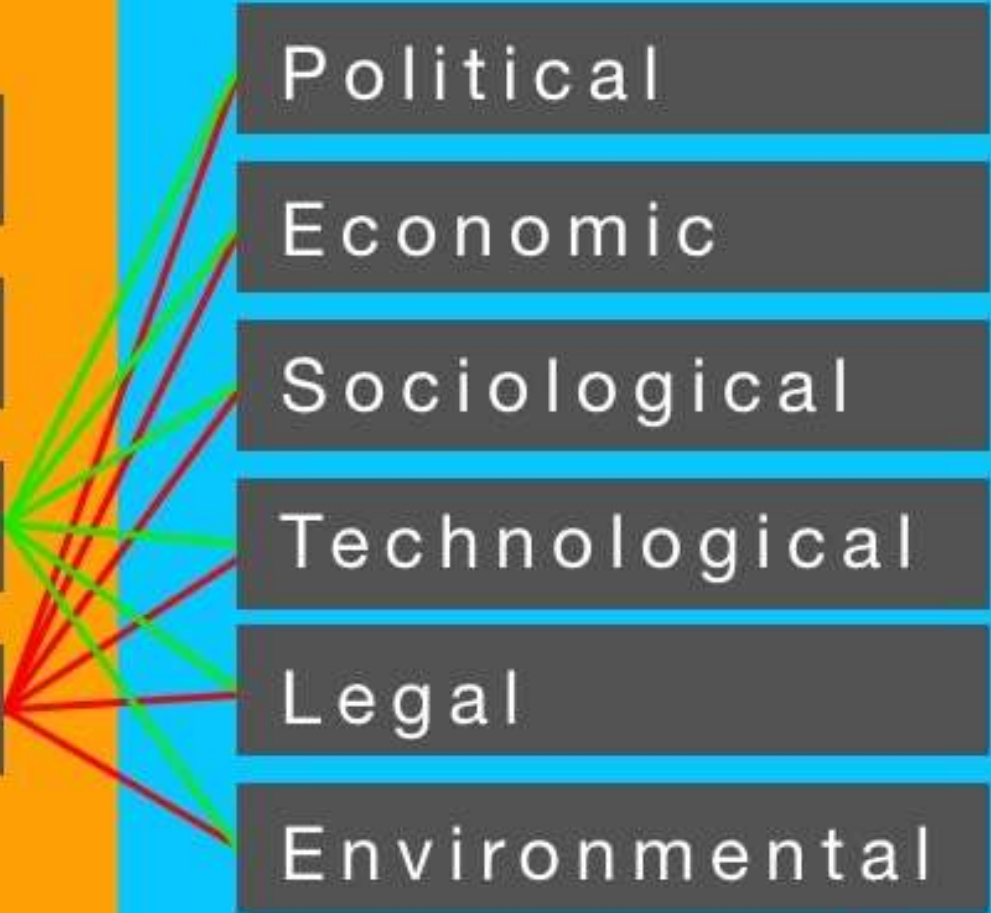
Economic

Sociological

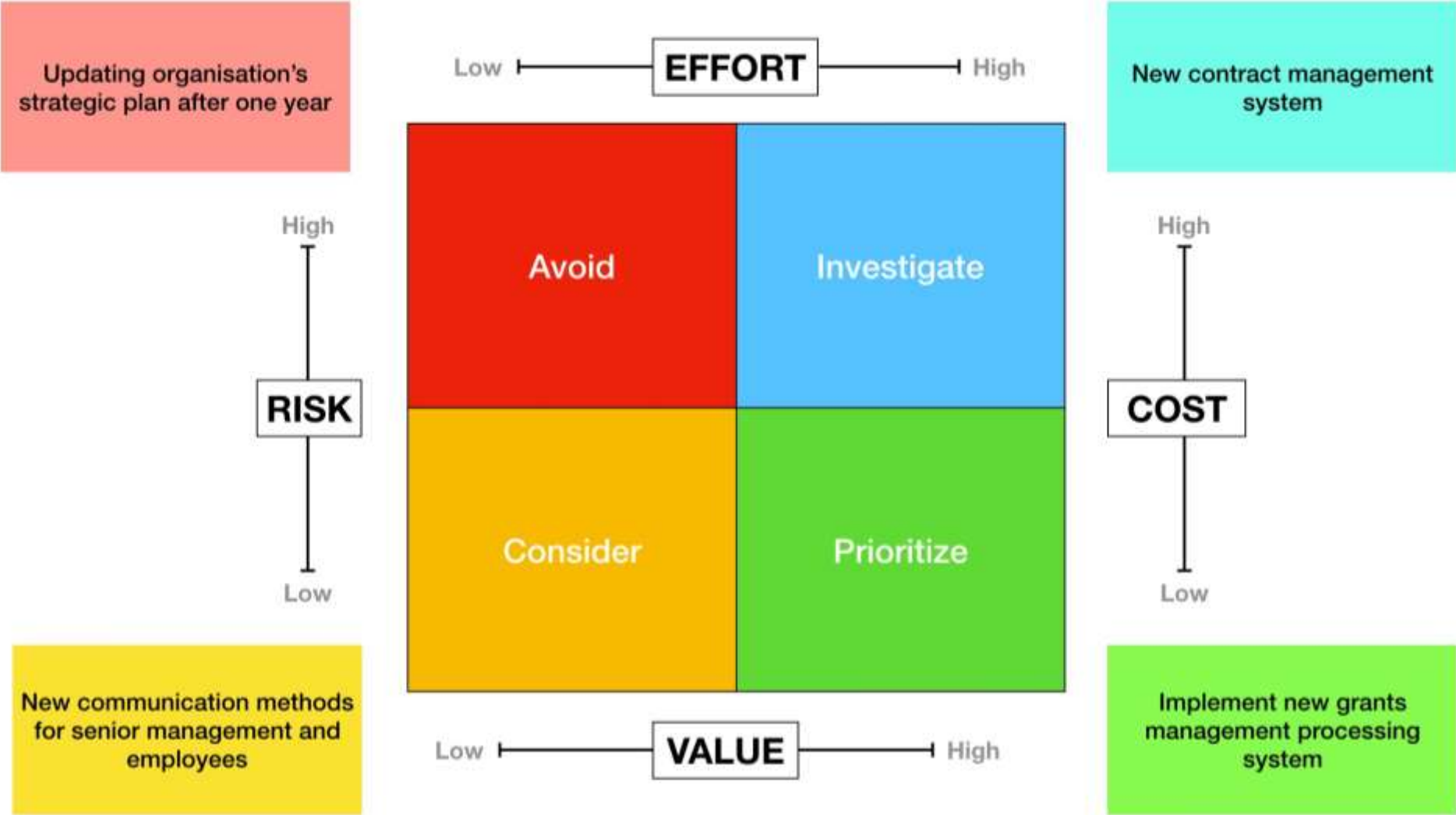
Technological

Legal

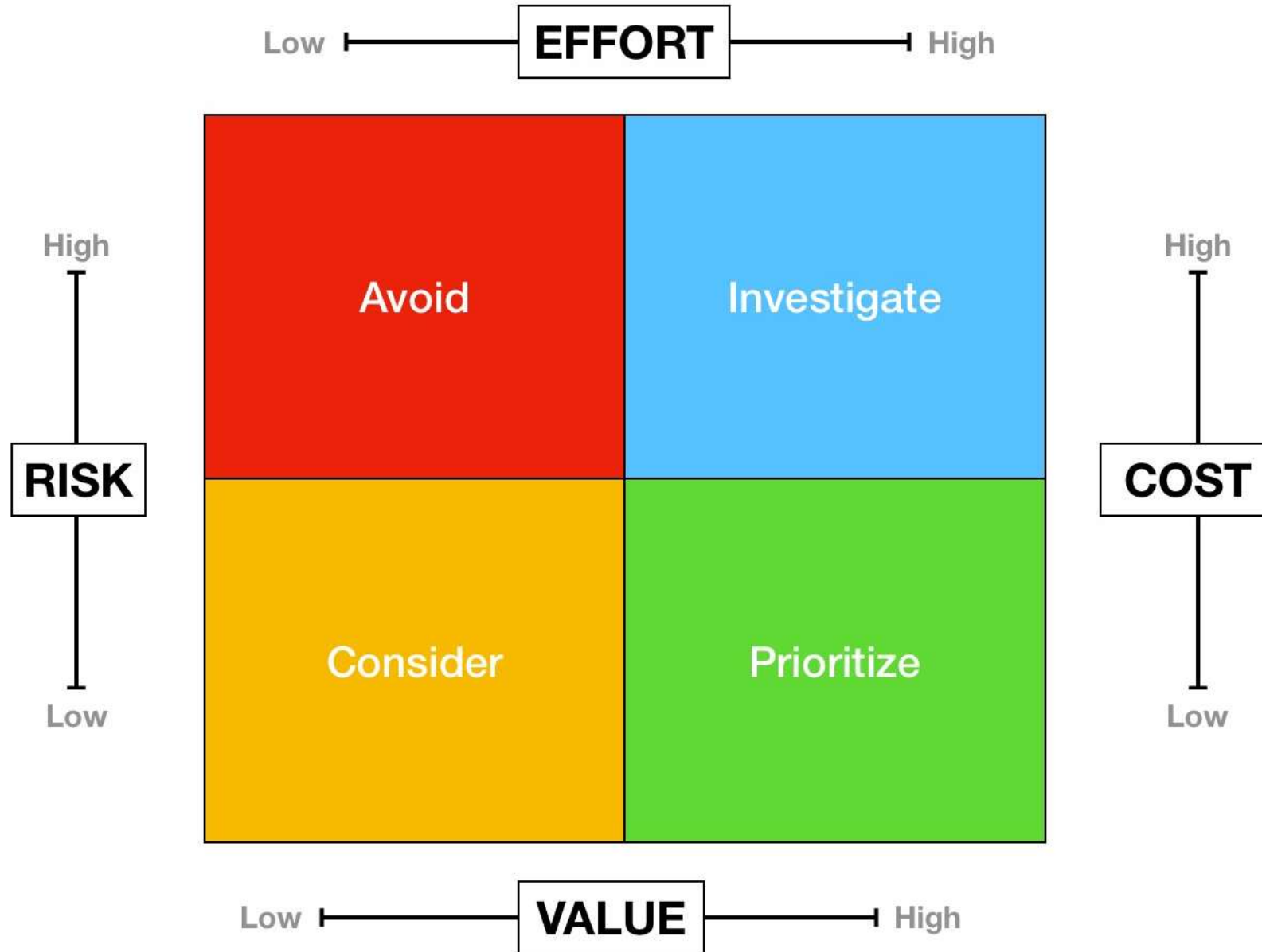
Environmental



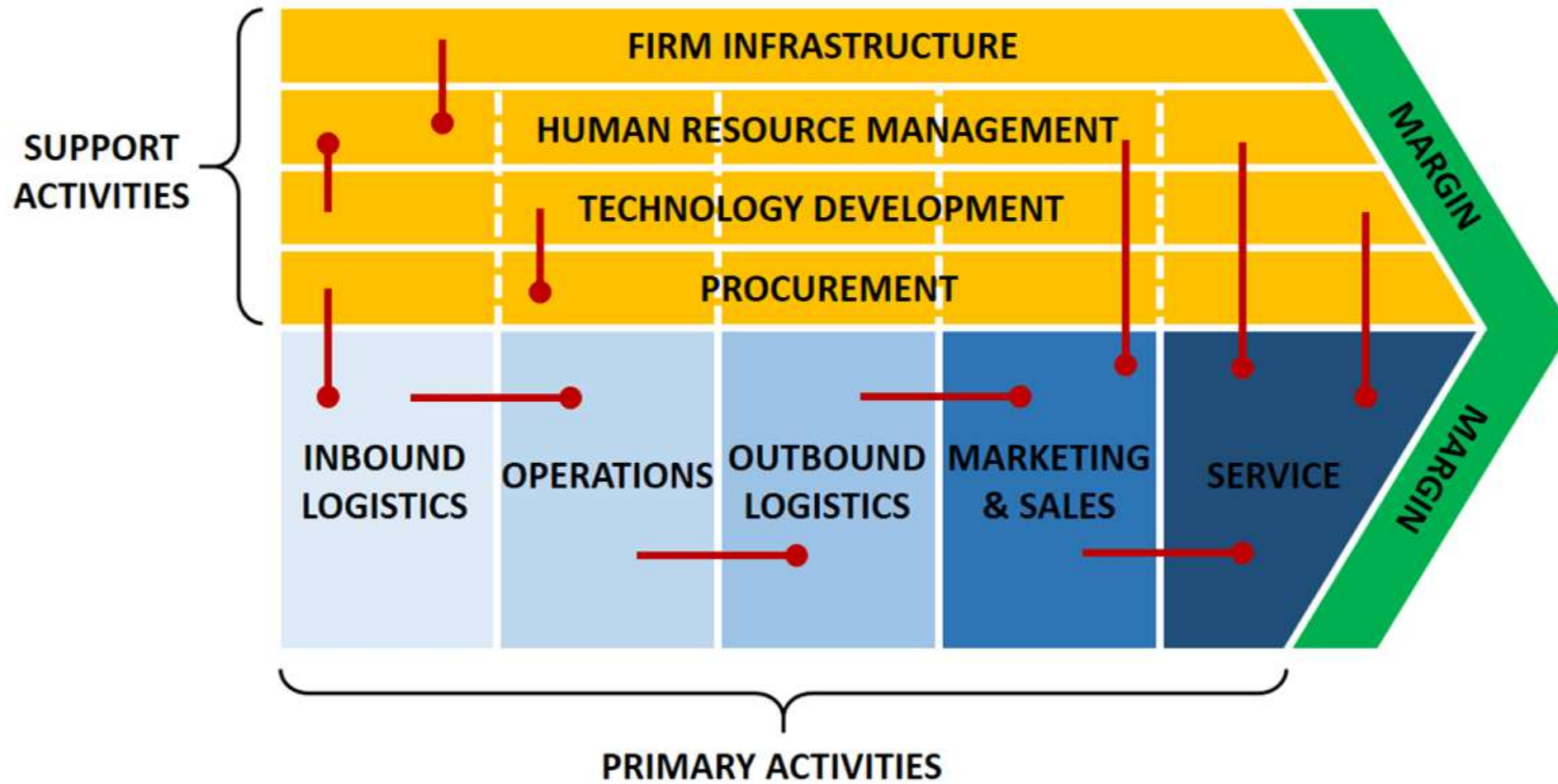
RCVE Project Prioritization Matrix



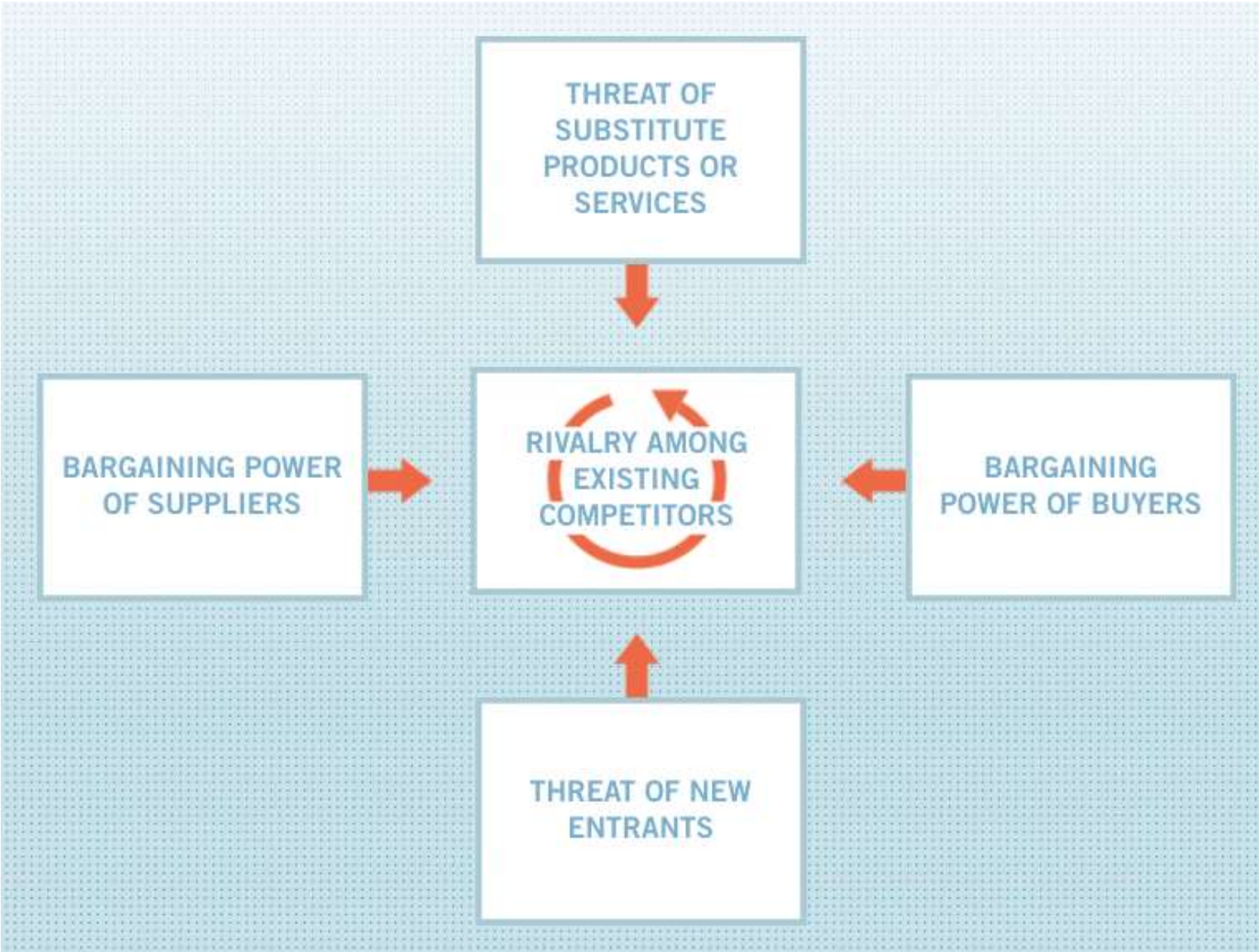
RCVE Matrix



Porter's Value Chain Analysis

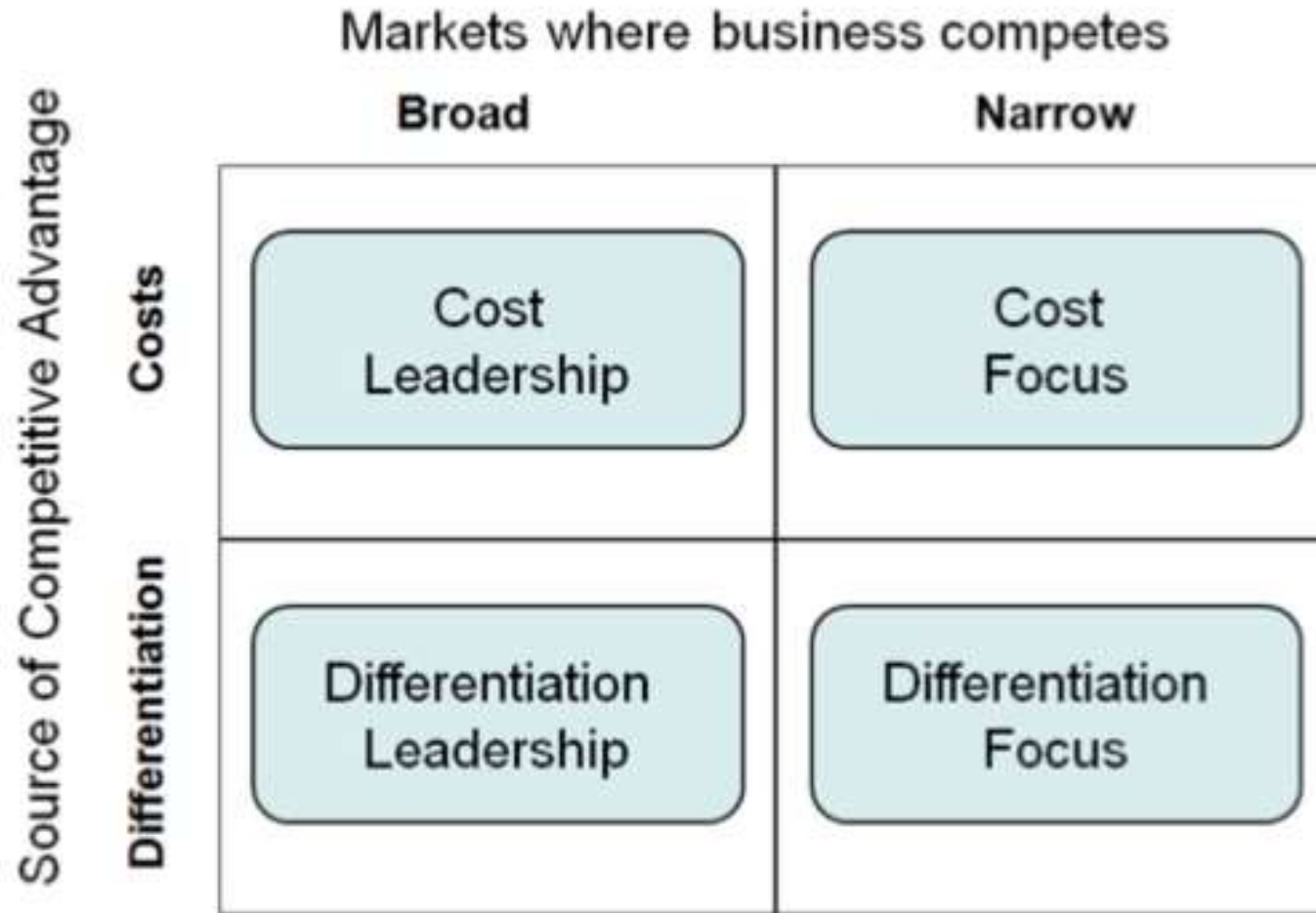


Porter's Five Forces Model

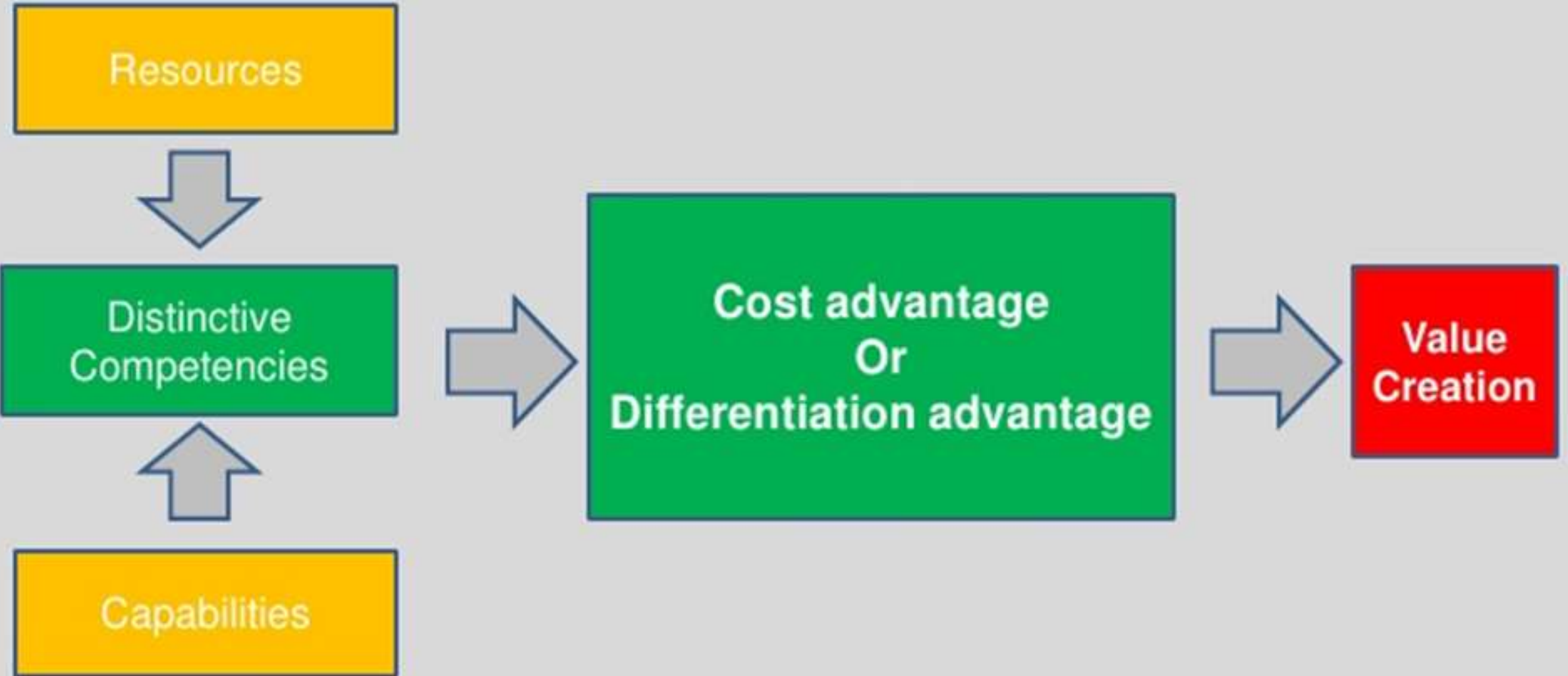


Michael E. Porter, "How Competitive Forces Shape Strategy", *Harvard Business Review*, May 1979 (Vol. 57, No. 2), pp. 137-145.

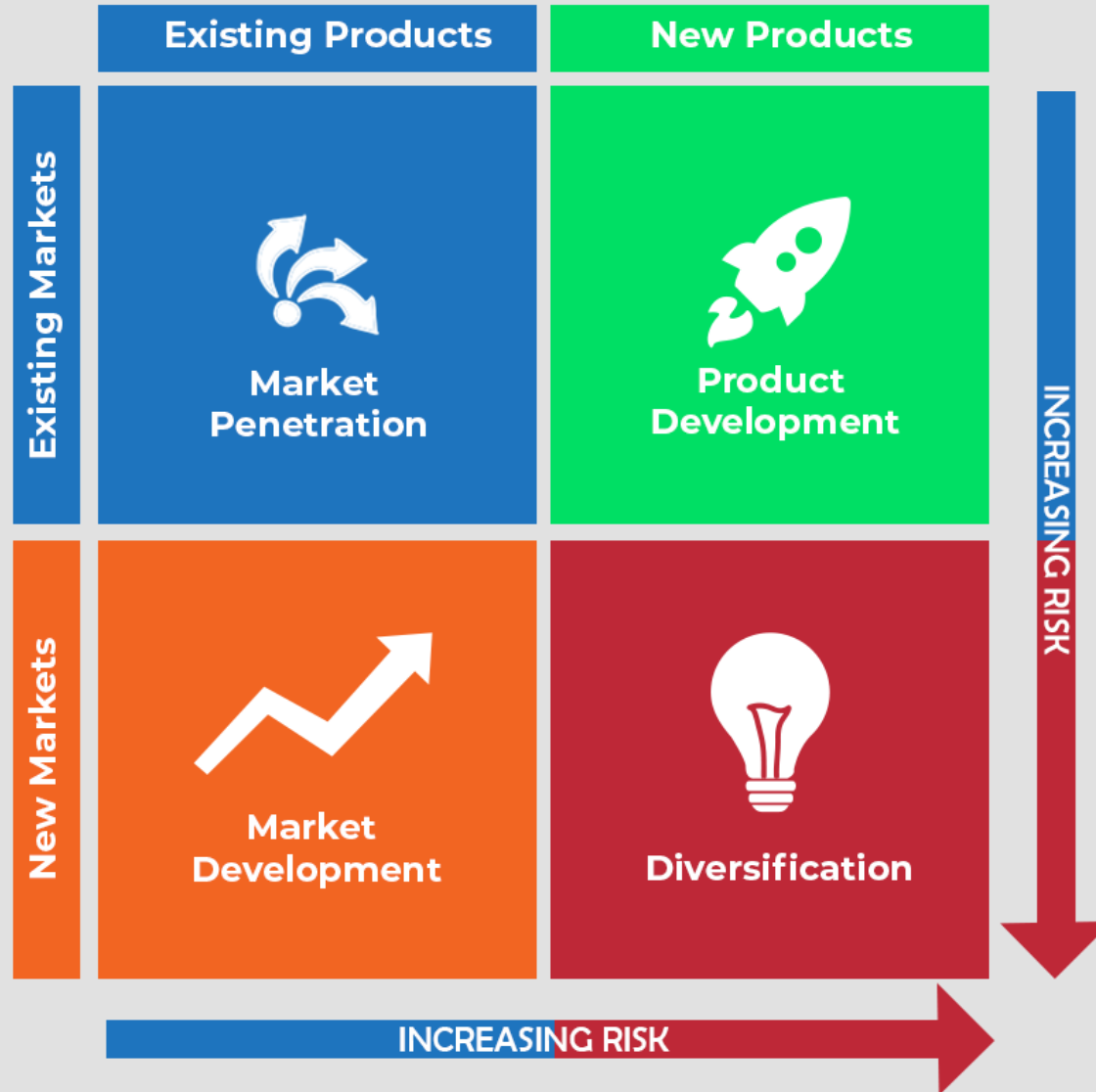
Porter's Generic Strategies



A Model of Competitive Advantage

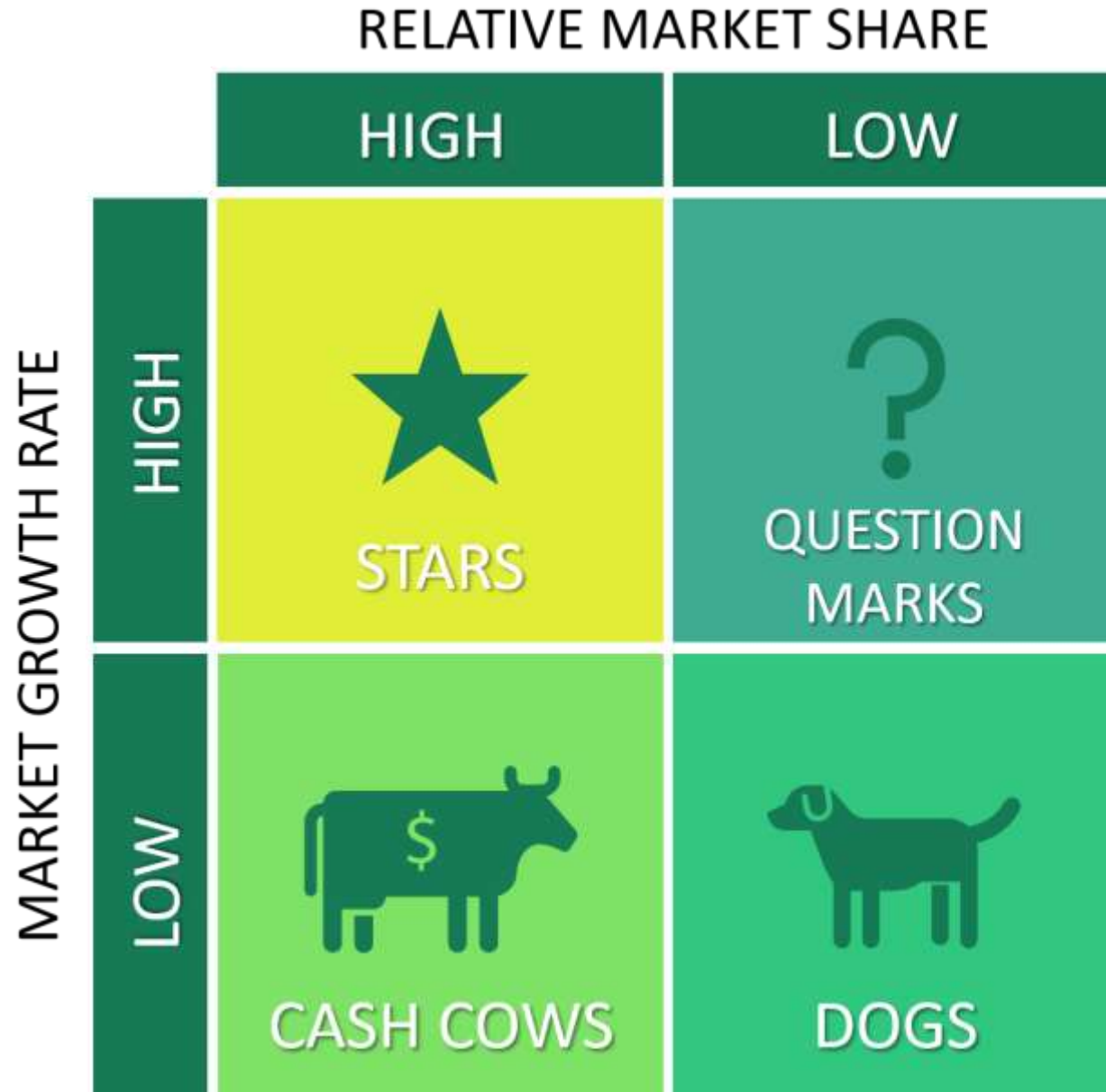


ANSOFF MATRIX



The Ansoff Matrix was developed by **H. Igor Ansoff** and first published in the Harvard Business Review in 1957

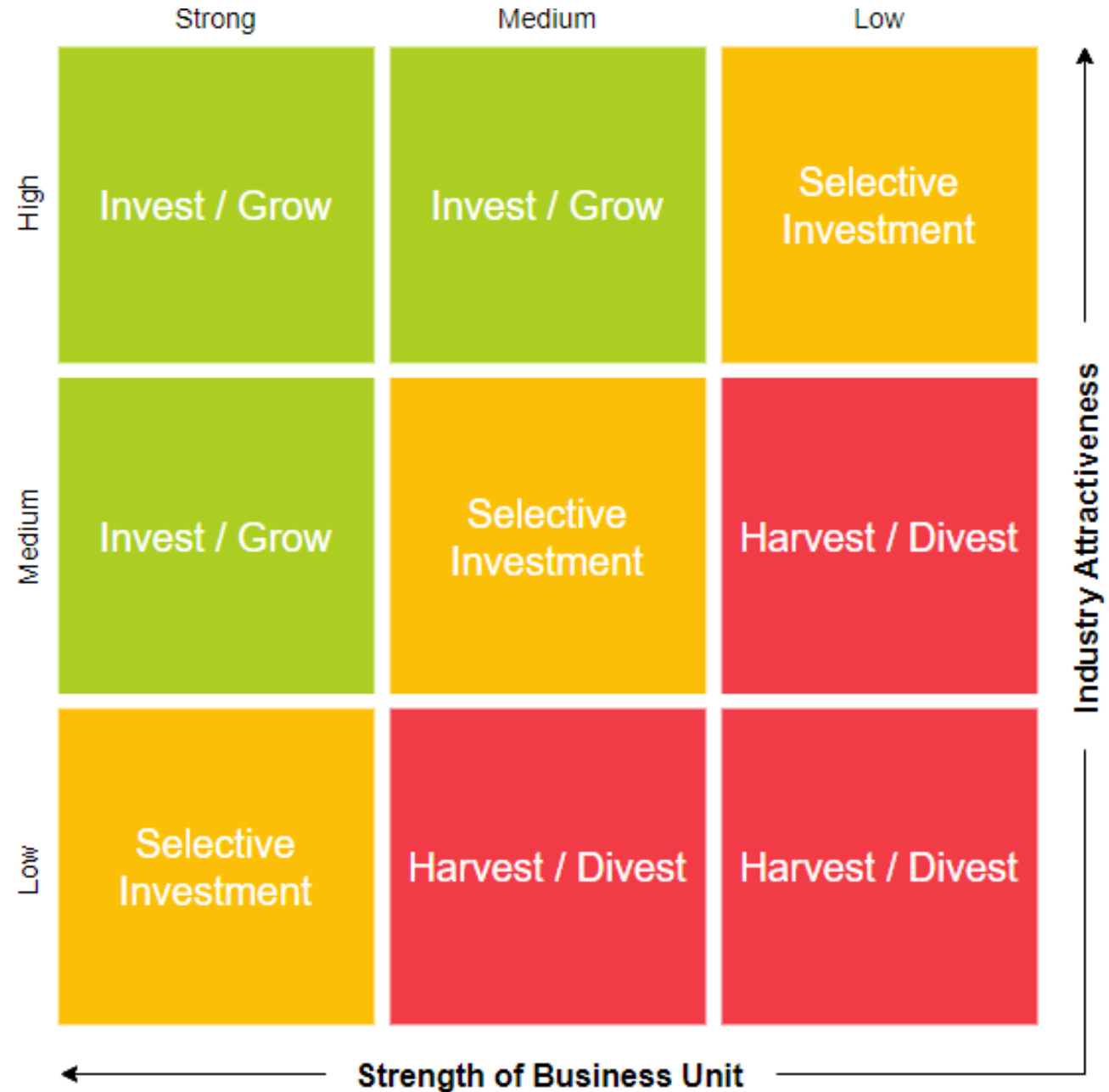
BOSTON CONSULTING GROUP MATRIX



The BCG matrix (sometimes called the Growth-Share matrix) was created in 1970 by *Bruce Henderson* and the *Boston Consulting Group* to help companies with many businesses or products determine their investment priorities.

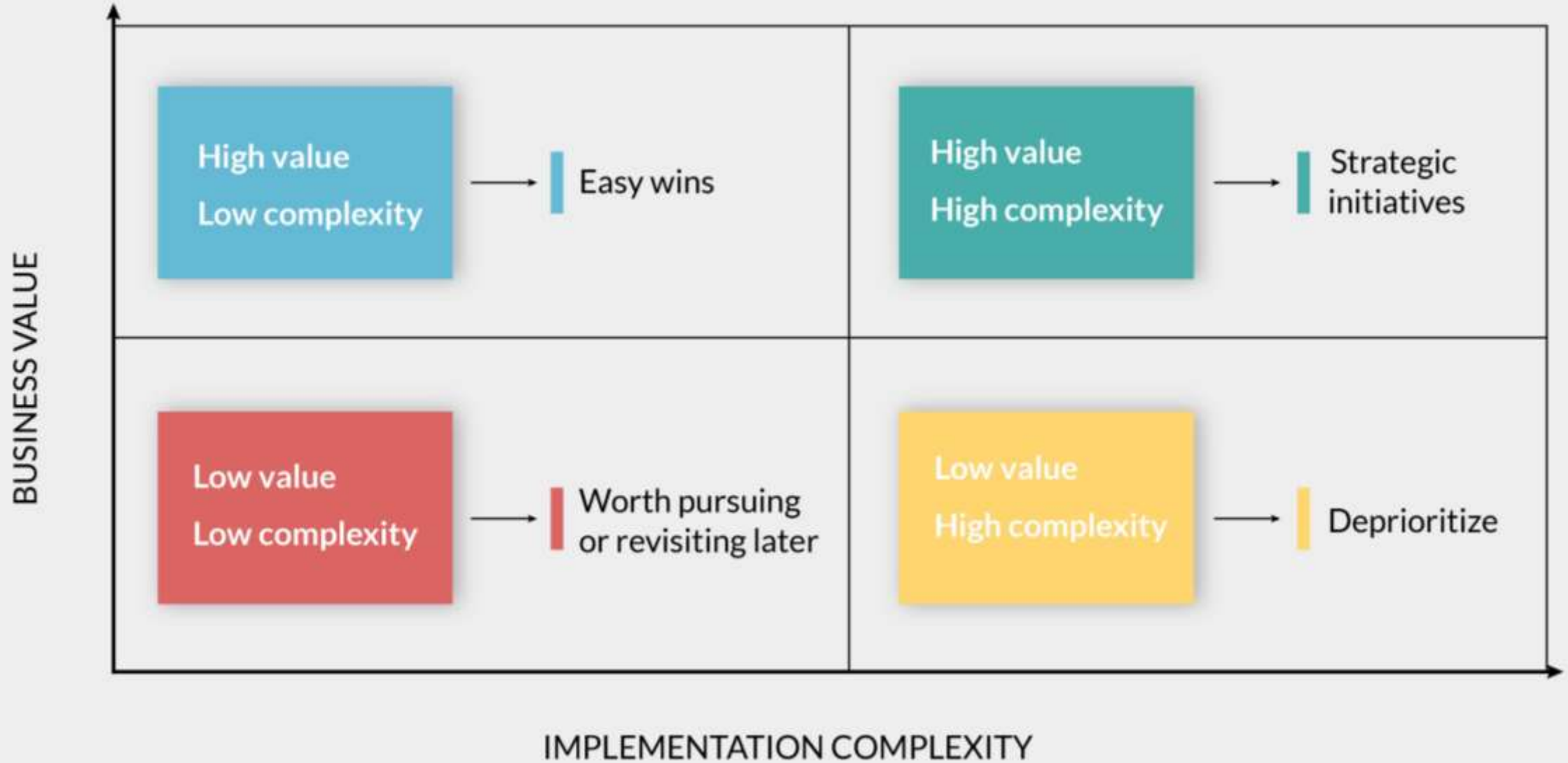


GE McKinsey Matrix

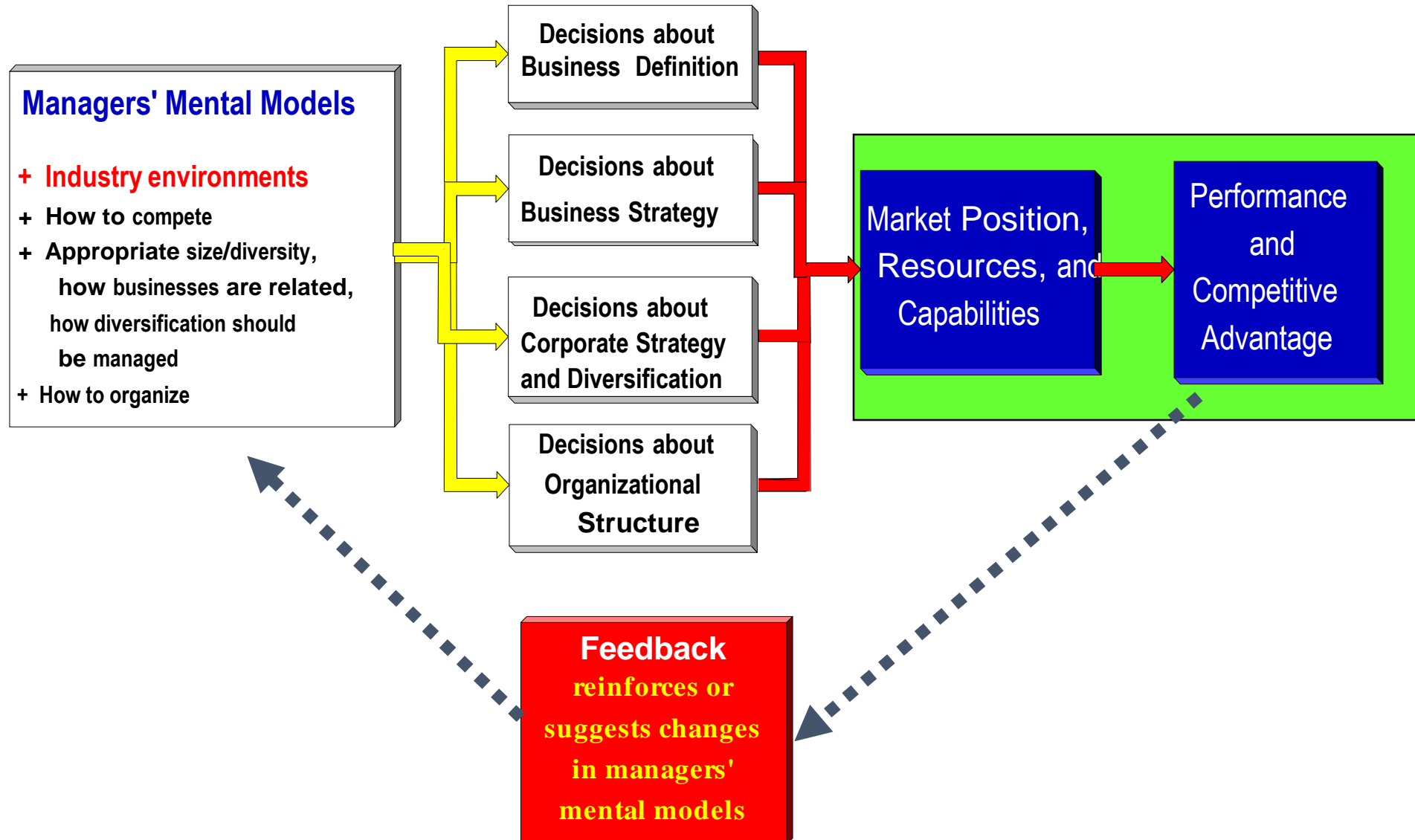


"McKinsey Matrix/GE Business Screen". Retrieved 20 October 2014.

VALUE-COMPLEXITY MATRIX



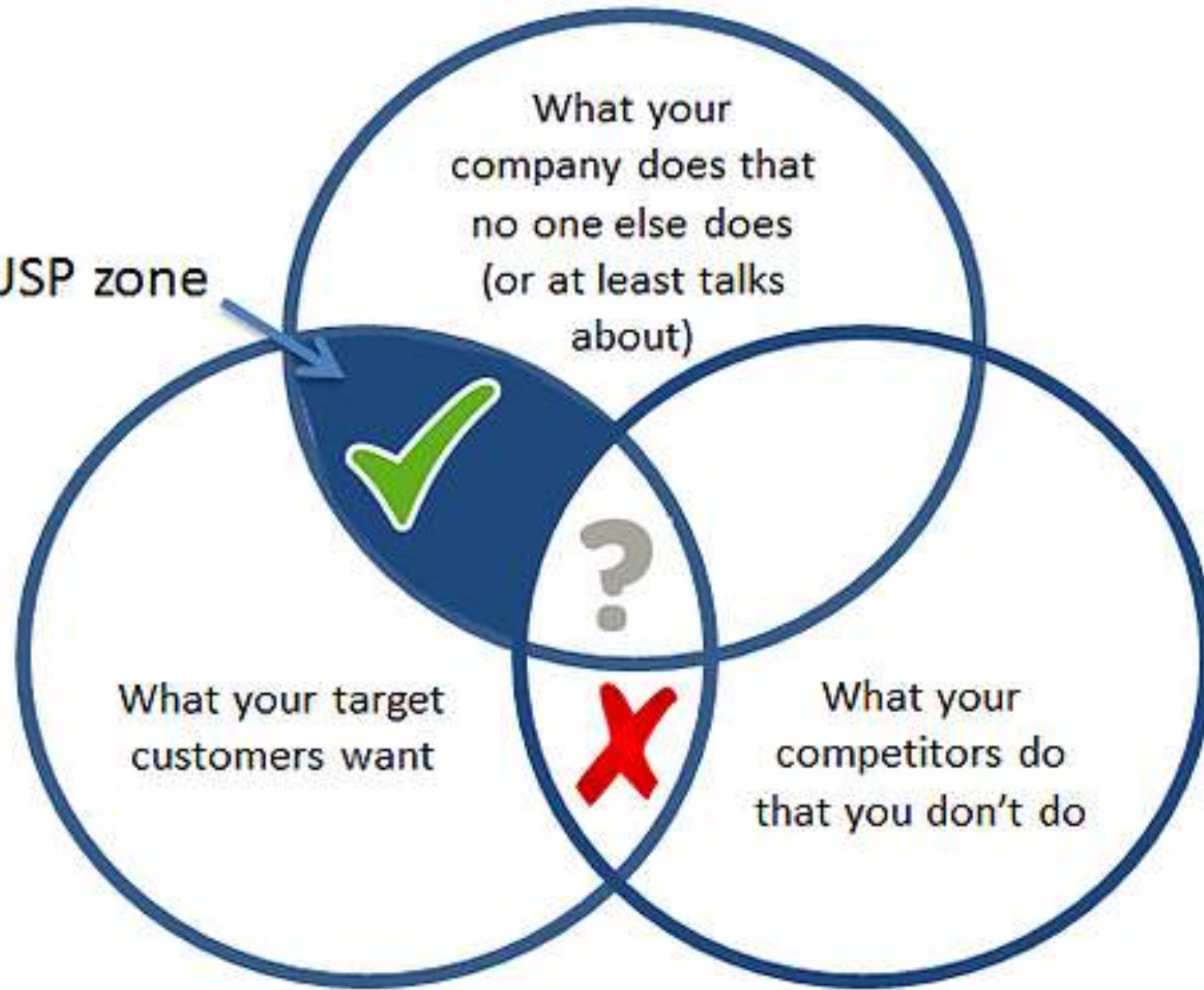
Model of Strategic Marketing



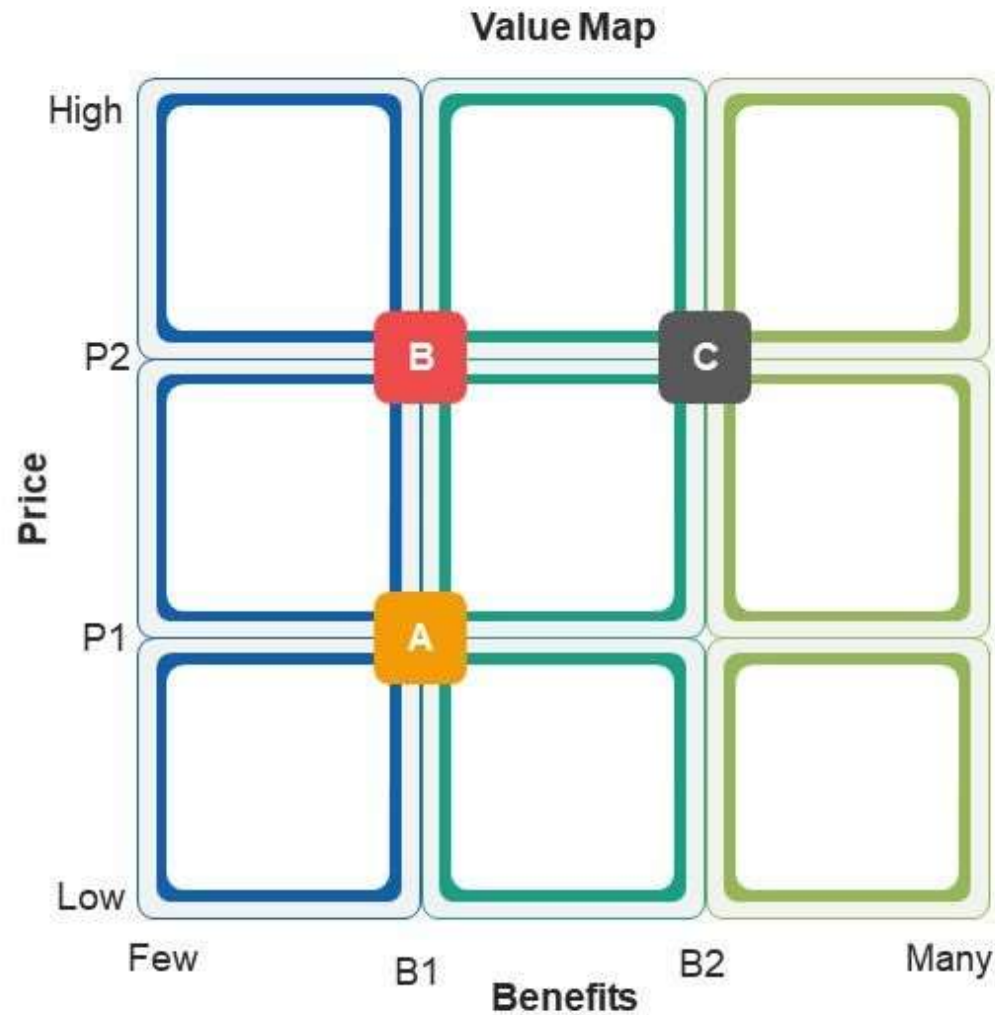
The Appreciative Inquiry 4-D Model



The USP zone



Product Value Proposition Mapping Showing Benefits & Value Price



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Segmentation by CLV and relationship duration



High
CLV

Low
relationship duration

Butterflies

Aim for transactional satisfaction

High
relationship duration

True Friends

Establish attitudinal and behavioral loyalty



Low
CLV

Strangers

Minimize investment in these customers

Barnacles

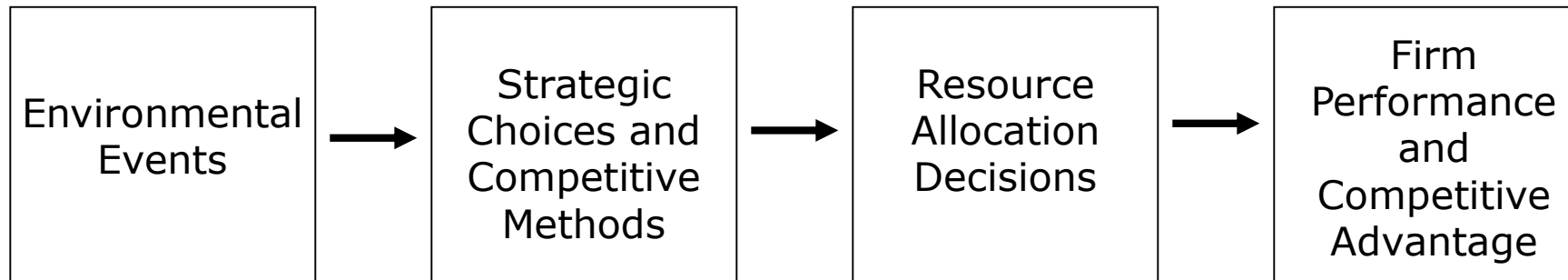
Measure size and share of wallet; if SOW is low, cross-sell, otherwise control costs



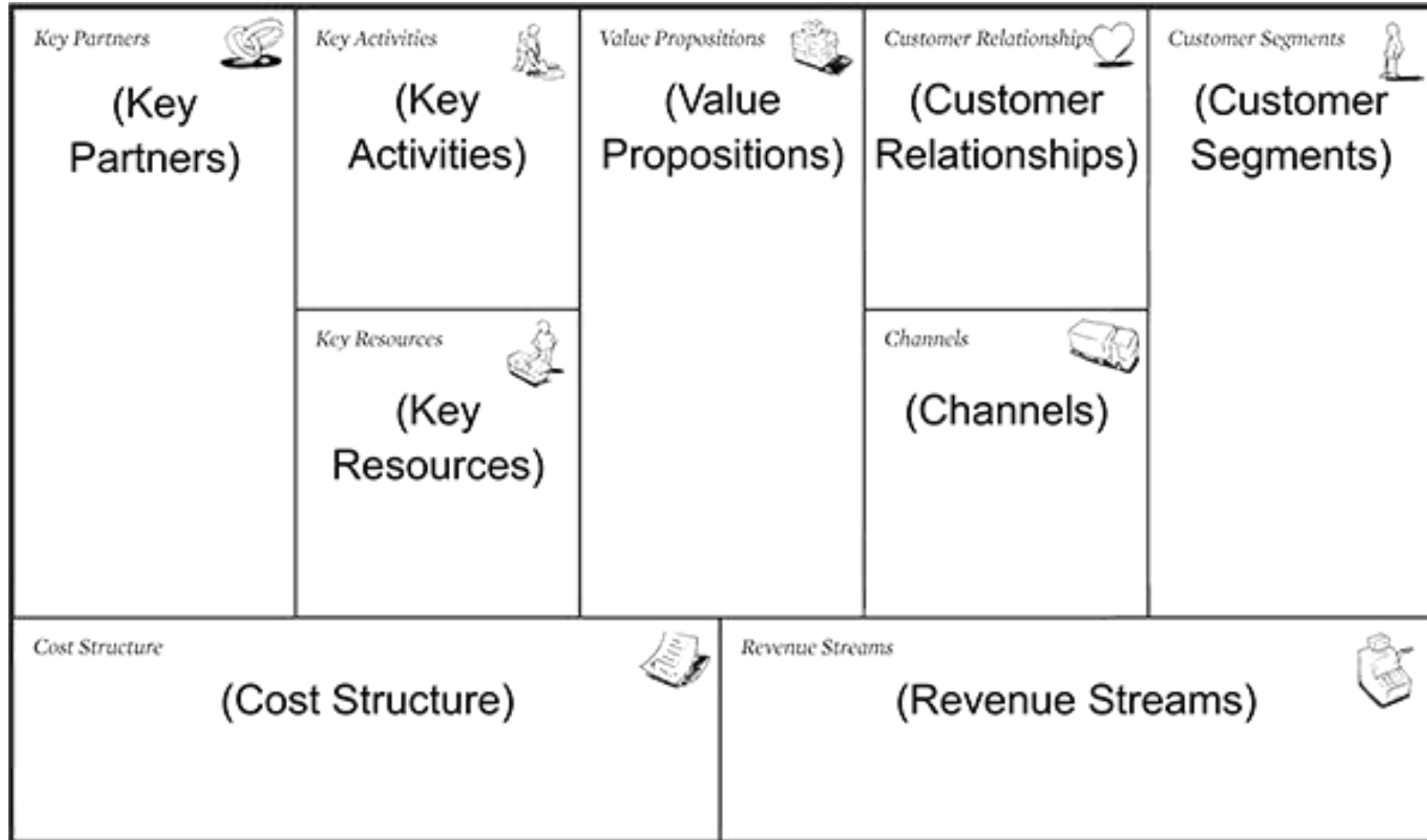
(Kumar 2006)

Concept of Co-Alignment

To be successful, a firm must be well aligned, both internally and externally, with the forces driving change in its business environment.



Business Canvas Model



Holistic Marketing



