



## **Darwin was right**

Did you catch the comedian Harry Hill talking about Charles Darwin and the finches he discovered in the Galapagos with beaks developed for specific eating purposes?

Darwin recorded one type of finch had a sharp beak for cracking seeds while another, a bigger softer beak for eating fruit. Harry Hill brought this up to date. He had a finch with a bottle opener beak, one with a Swiss army knife beak, and one with a USB beak.

Stupid I know but that's evolution for you!

How are you evolving? Are you emerging a stronger, fitter company or are you the increasingly side tracked dinosaur?

Recessions and downturns shake out the existing order and it's the nimble minded and risk takers who thrive on reductions in business levels and client budgets. Everyone's putting in more effort, but can you make it work even better?

Think about these points:

- Have you a marketing plan for the next 12 months (that's more than just offline networking)?
- Are there creative ideas you're having but not applying?
- Are you in tune with your clients' altered buying decisions and patterns?
- Do potential clients still perceive the true benefits your products or services offer (extra value)?
- Is your value proposition linked to a clear call to action for clients?

Start exploring the other areas I've mentioned many times before (blogs, video, viral, mobile) because your competitors might beat you to the punch. Technology continues to develop. Will you be the first to use it?

I was at a business meeting a couple of days back where everyone sat at our table had joined LinkedIn. This was very different to just a few months back where only the pioneers would have signed up. Okay, a few were more advanced in developing their online connections but people weren't just cautiously optimistic about the future, they showed that they would consider video, viral and the like to improve outreach. The recession has made them more amenable to these new marketing techniques.

If there comes a time when your systems and practices don't bring in business, it's a sure sign that it's time for you too to evolve.



What about your website? Is it now a true sales vehicle? What's its optimisation score? A+ or F-? Is it vibrant, relevant and a joy to read or dull, irrelevant and more help to your competitors? Where are those incentives? How well are you communicating? Would you be impressed with what you offer?

Look at it this way, the recession is far from over but how you survive is very different now than just twelve months ago. Survival and evolution go hand in hand.

There is a real awakening going on with all sizes of companies understanding that survival requires new creative thinking as this will win the day - but always do some research, get some background information before diving in.

Would a latter day Charles Darwin be proud of how you've adapted to the new, tougher, business environment?

To avoid becoming a business dinosaur, call me on 019 252 62800 or email [gerryw@flyingveemgt.co.uk](mailto:gerryw@flyingveemgt.co.uk)

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