

## **Companies stuck in time become victims of change**

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Is your company in tune with the new worldwide business changes today? Are you excited with the direction it is headed? What happens if your company doesn't adapt to change? A very simple answer is; *your company will fail and close.*

A company is out of touch with the new era if the employees still have a rolodex on their desks, if the clocks are all blinking twelve o'clock, if it doesn't sell produce over the website, if it never heard of the word "spam," if there's an old typewriter hanging around "just in case," if there are no flat screen computer monitors in sight, and the warehouse employees still use two-wheel hand trucks.

The absence of new innovative ideas by company executives expresses more about the leaders than it does the employees. It shows that there is stalemate in moving forward with new methods and practices. Many leaders lack vision and allow trends to work against them rather than with them.

Outdated companies operate with uncontrolled budgets, unrealistic workloads, and unorganized management. This is not a surprising situation. There are companies driving themselves out of business by using old tactics that should have been dismantled long ago. And it's not so much that these companies still use the same routines, it's the fact that they haven't stepped across the time line into the new era of modern trends.

Capturing new opportunities calls for a strong leadership. Unfortunately, some companies just don't have that strength among their management staff. Finding new ways to operate a business today has become increasingly essential. A new generation of tools and methods are necessary in this rapidly changing environment. Not only does a company have to add value to its operation, but also to its customers.

### **Go outside the circle**

Too many companies have become "deep-seated" and "internal" by being fixated with old practices from the past. There are different conditions driving the economy today. Most successful managers focus on capturing results from current trends without getting hung up on complicated details. However, executives of companies unwilling to go outside of their own business circle usually don't see positive results simply because they insist on wearing blinders to the outside world of modernistic sophistication, strategies, and processes.

There are so many things in the world that we once knew and relied on; it has become heavily overwhelming to companies that operate under outmoded policies. Then, when major areas change fast, these same companies become fearful and doubtful that they can adjust to the many demanding variations taking place around them. Immediate knowledge and understanding of all the trend changes are far too much to comprehend for people in making the proper transition from superannuated methods to renewed ways of operating. When nothing changes, the consequences can become devastating.

When downsizing occurs, it becomes compatible with the word “change.” During this past year of economic dilemma, most companies participated in desperate cutbacks. This implementation has created many changes in the way a company performs its daily business. But many of these companies just do not have the know-how in reacting fast enough to such challenging events. That’s when they require venturing “outside” of the company circle to seek newer, better, and masterly techniques.

A call to FreshXperts could solve these needs. Go beyond your circle and discover new trend ideas by using our professional experts now before your company becomes a victim of change. *Do it before your competition.*