

THE 4 P'S OF BUSINESS TODAY

KEYNOTE PRESENTATION BY MIKE HOHNEN



It is becoming increasingly clear that the way of life and doing business that has got us to where we are, is not going to get us to where we need to be. This means that the mantra of successful sustainable business today has changed from Product, Price, Position and Place to : Purpose, People, Planet and Profit.

Making sustainable business

If we look at in themes of what Charles Handy sigmoid curves we are at the top of the old curve and we desperately need to develop a new curve that includes a stigmatically different approach to business, life, sustainability and all that. If not we start a decline instead of new growth. We can no longer shrug of the tree huggers and call them naive and romantic – it is becoming increasingly clear that they have a point and that the way we function especially in what is know as the western world is not sustainable long-term.

No more take, make and waste

So what is happening is a shift. We used to talk about the 4 P's of marketing as Product, Price, Position and Place – and that worked fine, then – now the four P's have taken on a different meaning. Business and life are increasingly about Purpose, People, Plant and Profit and in that order. The Industrial age and the culture of take, make and waste that has dominated our thinking for many years has come to an end – and the sooner we understand this and adapt to a totally new way of thinking the better chances we will have of survival – but make no mistake, this is not futurist thinking. Many great companies have understood this already and they are going full steam ahead.

Positioning yourself in the future

In this thorough, provoking presentation Mike will give you an overview of this great change that is taking place and how you will need to consider how you x – as an employee and as a company – are going to position yourself because the game of take, make and waste is over.

Mike Hohnen offers a wide range of presentations — among others:

Generation Y:

Your new employees — are you ready for them?

The Service Profit Chain:

The key to create truly remarkable service companies.

Food Service:

New solutions to well known trends

Perspectives:

Change your perspective and you will change your life

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