

# BUSINESS TRANSFORMATION FOR BUSINESS GROUPS

KEYNOTE

Are you seeking to align your organization while transforming it? Do you have a group that does not see the big picture or align with your initiative? Could helping each of them see how aligning with your initiative is in their best interests help? I have a method that helps each of them find the alignment with your transformation initiative.

Groups often have unique mindsets developed with years of education and practice— maybe great for success in their function but could help or hinder business transformation. How can you leverage their mindset for business transformation while avoiding failure? Lecturing individuals to change is challenging but getting them to embrace something in their self-interest is easier. How can you get each individual find his/her personal alignment with the transformation?



**The key to achieving alignment and transformation is business thinking. The lack of business thinking is a common reason why transformation efforts stall, crawl or fail. Business thinking** is about being value-minded, not about always being money-minded. Providing and receiving value has always stood the test of time because each party feels valued. While each person has a different definition of success, once you get the person thinking about the value he or she provides (and receives), his or her engagement, teamwork and performance will improve. Once you assist them to 'make the connection' between the initiative and their self-interest, engagement and support follows.

Have you noticed that, beyond job descriptions and titles, some people are considered more valuable and paid more money than others for the same work? That difference is often business thinking. These people have figured out how to provide the most value (in the eyes of their internal or external client) and receive the most value as compensation (in their own view). Such thinking energizes these people and creates a virtuous reinforcing cycle of giving more and getting more— growing the proverbial pie for everybody. These people are more valuable to the business and make the businesses more successful.

Ram will discuss the functional mindset and business thinking; and, he will discuss the findings of a survey of 320 business people, including 75 multi-millionaires, conducted by the Business Thinking Institute showing the correlation between business thinking and success.

***Individual + Business Thinking =  
Business Transformation +  
Greater Business Success***



*Everybody is in business, whether you own one or work for one. If you make a living, somebody is valuing your time, product or services. When you provide value to your 'client,' you receive value in return— as money, barter, goodwill or personal satisfaction. If you either do not provide value or do not receive compensation for it, one or both parties are disengaged. When the value is clear and exchanged in both directions, people get 'engaged'. Valued employees are engaged employees because being valued is a basic human need.*

**Business thinking can make employees, businesses, entrepreneurs business owners and their ventures more successful and better. Anybody can develop business thinking. It can make you more successful, professionally and personally.**

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