

MARKETBUSTERS

40 Strategic Moves That Drive Exceptional Business Growth

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The Web site for this book is at www.marketbusting.com.

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MAIN IDEA

A “MarketBuster” is a game changer in the world of business. It is defined as a powerful strategic move that alters the competitive landscape in such a way that it puts your company firmly on the road to high growth.

There are five overall strategic themes and forty strategic moves within those themes that all marketbusters use:

		Strategic Moves		
Five Strategic Themes of MarketBusters	▶ 1	Change the customer experience	Make it simpler, faster or better for customers	5
	▶ 2	Reconfigure products, services	Make your offerings appreciably better	7
	▶ 3	Redefine business and metrics	Change how customers do business with you	8
	▶ 4	Anticipate future industry shifts	Exploit changes before competitors can react	12
	▶ 5	Create a new market space	Trigger the emergence of a new market	8

To trigger rapid growth for your own organization, don't try and reinvent the wheel. Instead, decide which strategic theme and which strategic move within that theme you want to use, and focus on executing that strategic move exceptionally well.

“Creating marketbusters requires an entrepreneurial mindset on your part. This means that you recognize that competition is increasingly about developing new offerings, new ways of doing business, and new solutions – and not fighting your competition on price. It also means that you need to be prepared to use the appropriate disciplines for moving into uncertain new areas, and you may not be familiar or comfortable with them.”

– Rita McGrath and Ian MacMillan

Strategic Theme #1 – Change the customer experience Page 2

Examine your customer's total experience with a view towards changing or enhancing it. Identify simple ways you can improve your customer's experience dramatically rather than accepting the status quo for your industry. The tool to use here is the consumption chain analysis which will help you identify where opportunities are available to enhance your customer's experience.

Key tool: Consumption chain analysis Strategic moves: 5

Strategic Theme #2 – Reconfigure products and services Page 3

Transform and enhance your products and/or services by adding features customers want, eliminating features people don't want to pay for or break apart offerings and bundle them differently so you can reach different customer segments. Redesign what you offer in a way that customers will love.

Key tool: Attribute mapping Strategic moves: 7

Strategic Theme #3 – Redefine your business and its metrics Page 4

Redefine the metrics which underpin profitability in your industry. Do this by radically changing one or more of the key variables on which everyone competes. Change the way you do business or, even better, dramatically improve the way customers do business with you.

Key tool: Key metrics analysis Strategic moves: 8

Strategic Theme #4 – Anticipate future industry shifts Pages 5 - 6

Exploit the changes in your industry which can readily be seen coming in the near future. Spot the big changes which are taking place in the general business environment, extrapolate those changes and predict what they will mean for your industry and then position yourself advantageously in advance. There will also be an opportunity to take advantage of second-order effects in the future, and you may want to actively promote some of the upcoming changes yourself.

Key tool: Industry shifts framework Strategic moves: 12

Strategic Theme #5 – Create a new market space Pages 7 - 8

Create and then capture an emerging opportunity is the classic definition of a market buster. This theme requires that you identify specific emerging marketplace opportunities by observing all the slow but significant changes which are occurring in the markets in which your business operates. You then anticipate the next big thing and position yourself advantageously to capitalize.

Key tool: Tectonic triggers framework Strategic moves: 8

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