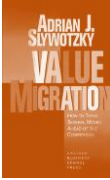


# THE GREAT VALUE MIGRATION

*what it is & why you care...*

## THE GREAT VALUE MIGRATION

We are witnessing the greatest shift of value ever experienced. How we produce, consume and deliver value is undergoing fundamental change and the stakes couldn't be higher. Our careers, our way of life and our most closely held beliefs hang in the balance. This unique series of blogs is designed to help you prepare for a future unlike anything seen before. **The Great Value Migration (GVM) is happening right now; in your company, down the hall, at your desk.** The unprepared face futures characterized by fear, uncertainty and doubt. Those prepared for the coming era will experience unprecedented opportunities to craft the career of their dreams.



1995:

**Adrian**

**Slywotzky**

published **Value Migration**,

introducing the concept of value chains.

Slywotzky's principals manifest in

**The Great Value Migration**

## “WHAT'S NEW ”

The speed and scale of this transformation presents a host of competitive demands. Chief among these demands is the **delivery of a value**; a task once focused on products and services, costs and benefits. In the past, organizations that offered the optimal combination of price, product and promotion prevailed. Career security was a function of alignment. Functions most closely associated with

revenue generation (management, operations, finance, sales and marketing) made the big-bucks; they were *in-the-know* and enjoyed relatively painless transitions when displaced.

In a world where new markets emerge in an eye-blink and disappear as quickly, where garage-based start-ups can rent world-class infrastructures by the month and out-flank billion-dollar behemoths before they're even noticed – **The Great Value Migration** is transforming industries and rewriting the career management rulebook.



If you don't believe me, reach into your wallet, take out your **Blockbuster video card**. What? You don't have one?

There was a time when this wasn't a ridiculous question. The card isn't in there, because Blockbuster isn't there anymore. Markets, companies and careers, made and lost in GVM's wake.

*(see GVM Organizations insert)*





World's largest taxi service owns no taxis



Most prolific and powerful media giant creates no content



Leading retailer holds no inventory



Biggest hotelier on the planet doesn't own a single hotel

Today, many of the people once tasked with organizational change (those that discretely decided who stayed and who was cut loose) are seeing the process in a new way. A growing number of those that once made the lists and kept the secrets, now find their name on a list they didn't know about – surprised by the secrets kept from them. It's all part of The Great Value Migration.

## “WHAT IS IT”

The GVM is a shifting of value from **capability** to **action**, from **products** to **workflow**, from **transactions** to **customer success**. GVM market dynamics **mercilessly punish organizations that fail to help customers realize the promise** of the products and services they provide. Pay-for-performance, subscription and utility offerings are becoming the norm and must, by their very nature, produce value everyday. As a result, **the age of functional careers is coming to an end**, putting the **safest jobs at risk**. Great transactional sales people, amazing consultative sellers, the best closers that don't have the ability to add value after the sale are an endangered species.

Process managers will become leaders of people.

People will take control of their jobs and careers.

Organizations will distribute decision making responsibility to everyone.

**Or they won't.**

Organizations won't tolerate technically successful IT projects that fail to produce business value.

Employees won't accept leaders that say “people are our most important asset” but don't back it up.

**Or they will.**

**Do or don't.**

**Accept or deny.**

**It won't change the inevitable, but it could change your future.**

The Great Value Migration will touch every industry, organization and career.

This e-book series will help you **build people-centered organizations**, **spot emerging markets and unseen threats** and **redefine your own value** – giving you more control over your career than you've experienced. We'll cover everything you need, to not only **survive but thrive in the GVM world!**

In part 2 of this series, you'll discover why your job isn't safe and why you shouldn't care.

