

## **Know your options**

growth is forecast, but risks are higher; what's your plan if demand softens?

## **Keep it simple**

cut the fat that recent good times have allowed, use the extra time and resource to deliver fewer things better and to create the space to innovate

## **Take lots of small risks**

launch many small pilots and roll out the best, manage risks to get to market quicker and ensure success

## **Sell what they'll buy**

not all social trends translate to sales, test what sells and sell that

## **Make new friends**

in the new regulatory environment you'll need to manage a wider stakeholder group

## **Actions speak louder than words**

if you don't deliver the basics to your employees they will leave

## **Use it or lose it**

test new channels and media to evaluate their potential, then roll out the good ones, not all will be effective, but the right ones will be crucial to competing in your market

## **Attack is the best form of defence**

beat the international new entrants by implementing their best practises and using our advantage in innovation