

A photograph of a long, narrow, and heavily rusted steel truss bridge. The bridge is made of dark, weathered metal with a complex lattice structure. It spans across a green landscape. On the right side of the bridge, there is a prominent red circular sign with a white horizontal bar, indicating 'no entry'. The sky is overcast with grey clouds. In the background, there are utility poles with power lines and a tall brick chimney.

# How to Keep Up with Technology and Profit

Mark S. A. Smith



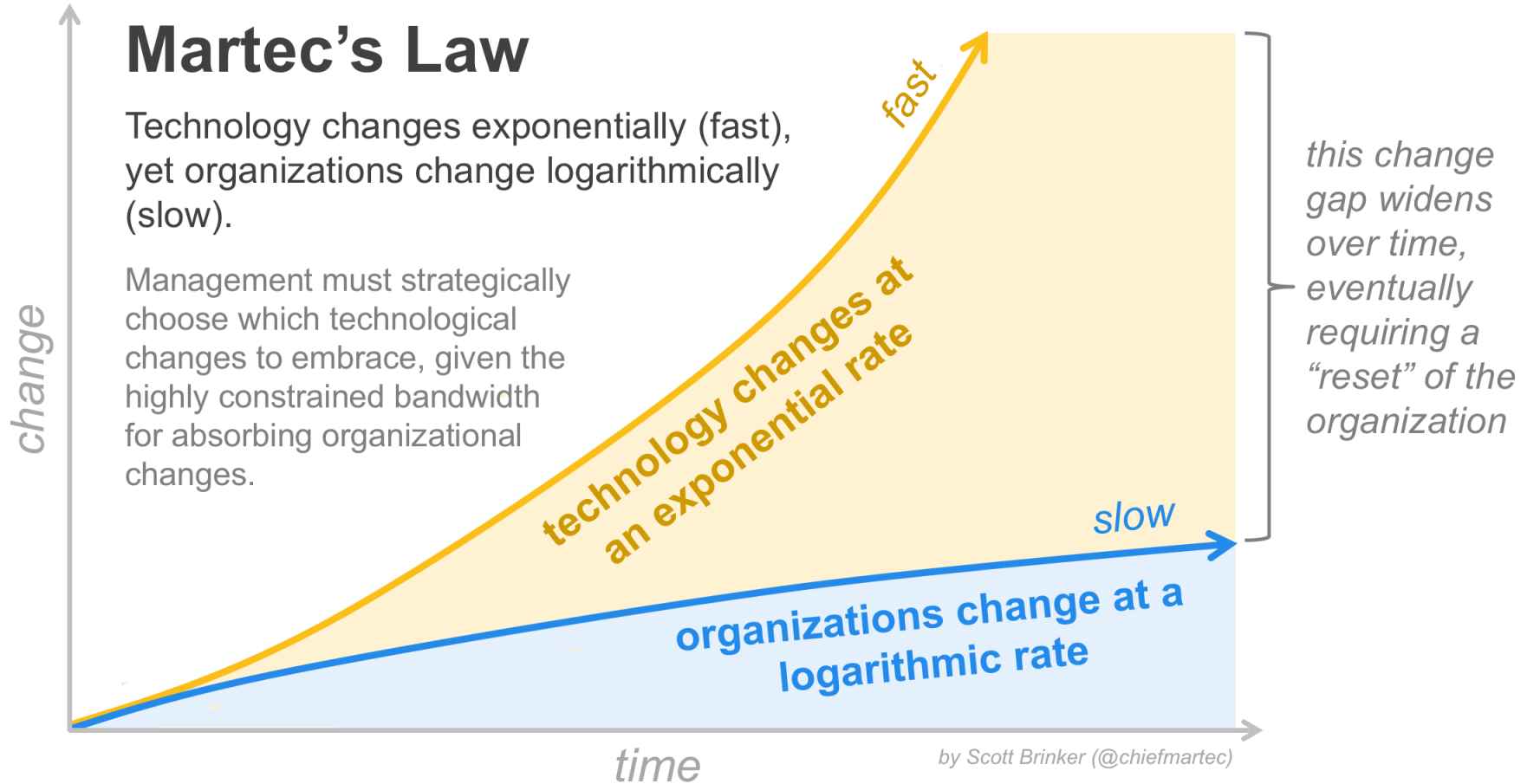
A group of business professionals are silhouetted against a large window with vertical blinds. They are seated around a long table, engaged in a meeting. The sun is setting or rising, creating a bright glow in the center of the window. The scene is reflected on the floor below.

**The World Changes  
Faster than You Can  
Imagine**

# Martec's Law

Technology changes exponentially (fast), yet organizations change logarithmically (slow).

Management must strategically choose which technological changes to embrace, given the highly constrained bandwidth for absorbing organizational changes.



by Scott Brinker (@chiefmartec)

“Companies are no longer competing against each other. They are competing against speed.”

- Marc Benioff



**How do you stay ahead of  
digital disruption?**

# Reinvent You!

“In times of change, learners inherit the Earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists.”



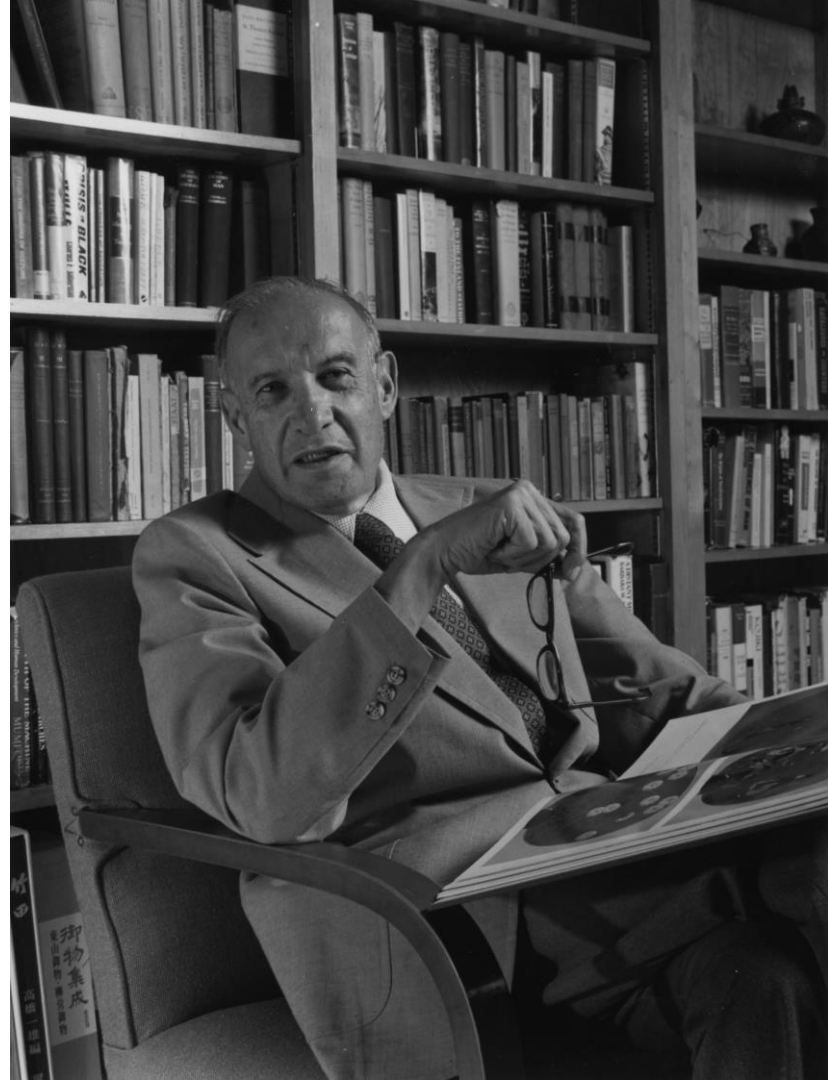
Eric Hoffer  
Longshoreman, political  
scientist, psychologist, and  
author



# Reinvent You!

“Results are obtained by  
exploiting opportunities,  
not by solving problems.”

— Peter F. Drucker



# Four Ways to Stay Ahead of Technology...

## 1) Understand Your Target Market Identity

- People buy to express their culture, reinforce their identity, and create prestige
- Identity is a moving target
- You can only move as fast as the identity of your target market allows.



**We transition  
from the  
Age of Ownership**

**to the  
Age of Frictionless  
Access...**

**...Changing forever what we sell  
and the way we market.**



# Four Ways to Stay Ahead of Technology...

## 3) Apply Moore's Law

- Compute, bandwidth, and storage continues to improve exponentially
- Any technology limits you imagine now will be gone in your lifetime
- Technology will catch up with your vision.

400  
300  
200  
0

91

92

93

94

95

96

97





# Four Ways to Stay Ahead of Technology...

## 4) Consider Your World in Four Time Frames

1. 0 – 6 months: Market Chaser
2. 6 – 18 months: Need Seeker
3. 18 – 36 months: Technology Innovator
4. 3 – 5 years: Next Generation Targeter.



**The key to your future  
is to dream big and let the  
rest of the world catch up**

Dev**PRO**'18



# Creating Your Extreme Value Strategy

Mark S A Smith  
The Bija Company  
[Mark.Smith@BijaCo.com](mailto:Mark.Smith@BijaCo.com)

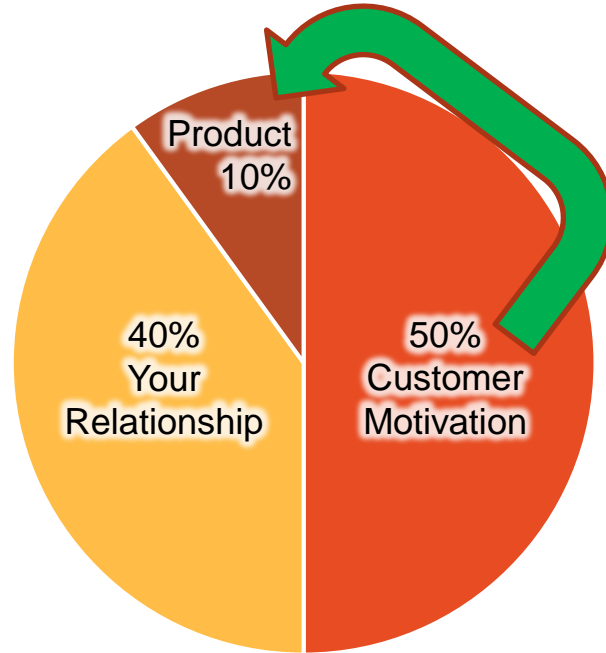


# What Buyers Need to Say, “Yes!”



# What Buyers Need to Say, “Yes!”

Map their  
motivation  
to the  
product.



**Objectives**  
**Priorities**  
**Criteria**

# How Buyers Decide



- Objectives
  - What they want to accomplish or avoid
  - Set by their scorekeeper
- Priorities
  - The order in which they pursue their objectives
  - Budget, scorekeepers, commitments, deadline
- Criteria
  - What creates value for them
  - How they'll choose.



## The Truth About Value

Your value propositions have no meaning until they align with your customers' objectives, priorities, and criteria.

# Relationship Reduces Perceived Risk

## 1) Proof

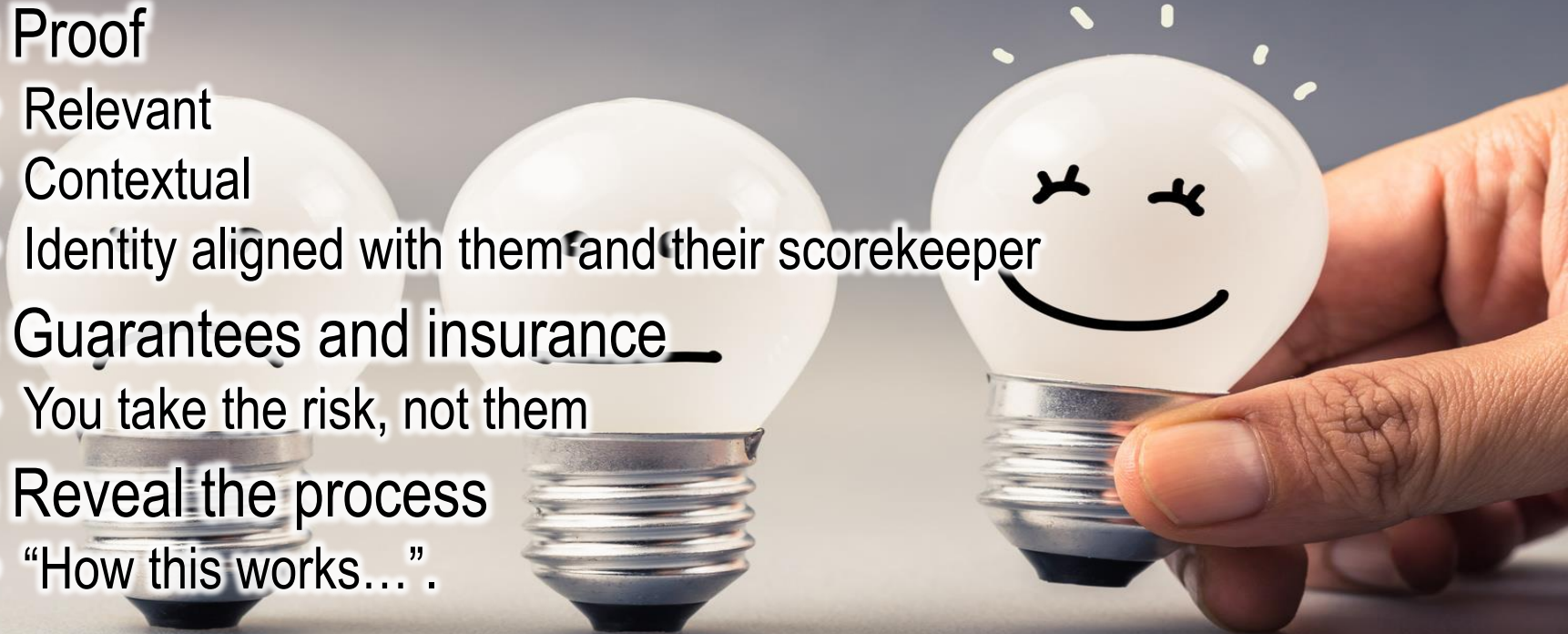
- Relevant
- Contextual
- Identity aligned with them and their scorekeeper

## 2) Guarantees and insurance

- You take the risk, not them

## 3) Reveal the process

- “How this works...”.



# The Formula for Billion Dollar Companies

- 1) Create a definitive selling proposition
- 2) Be number one in a growing market
- 3) Radically simplify something or incredibly slash the cost of something – reduce friction
- 4) Use the Network Effect
- 5) Sell to a distinctly passionate fan base.





# Why your MVM (Minimum Viable Market) is more critical than your MVP (Minimum Viable Product)

- Your competitive advantage: A “starving crowd”
- Without ready and willing buyers, your product has no value
- Invest as much thought, time, and money in developing your market as you do in developing your product.



# How to Find a “Starving Crowd”

A photograph of four people (two men and two women) holding large stacks of US dollar bills in front of their faces, partially obscuring them. They are all looking towards the camera with various expressions of interest and excitement. The background is plain white.

1. Define your passionate community
2. Identify a “cause” fuels their passion
3. Find them and start to create a relationship by supporting their cause
4. Identify the most passionate members and invite them to help design your product.

# Elements of Value

## Social Impact



Self-transcendence

## Life Changing



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

## Emotional



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

## Functional



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs

# Functional Value



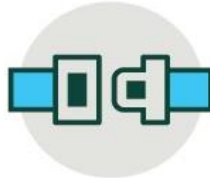
Saves  
time



Simplifies



Makes  
money



Reduces  
risk



Organizes



Integrates



Connects



Reduces  
effort



Avoids  
hassles



Reduces  
cost



Quality



Variety



Sensory  
appeal



Informs

# Emotional Value



Reduces anxiety



Rewards me



Nostalgia



Design/  
aesthetics



Badge  
value



Wellness



Therapeutic  
value



Fun/  
entertainment



Attractiveness



Provides  
access



# Life Changing Value



Provides  
hope



Self-  
actualization



Motivation



Heirloom



Affiliation/  
belonging

# Social Impact Value



Self-  
transcendence

## The Truth About Value

The more elements of value you deliver that matches their motivation, the more extreme your value.

## Take Action

- Email News: [MarksEzine.com](http://MarksEzine.com)
- Podcast: [SellingDisruptionShow.com](http://SellingDisruptionShow.com)
- LinkedIn: [MarksOnLinkedIn.com](http://MarksOnLinkedIn.com)
- Facebook: [MarksOnFB.com](http://MarksOnFB.com)
- Twitter: [MarksOnTwitter.com](http://MarksOnTwitter.com)
- Event: [ExecutiveStrategySummit.com](http://ExecutiveStrategySummit.com)
- Email: [Mark.Smith@BijaCo.com](mailto:Mark.Smith@BijaCo.com)





