

## The Single Most Important Pivot for a Successful CEO

Competition is changing. The consumers are constantly changing. We all know CEOs who find change difficult.

A business is an ultimate investment asset (or at least it should be). It's the most satisfying and fulfilling expression of purpose-driven, marketplace value contribution and economic performance recognition you could possibly have access to.

If it is the ultimate investment asset and a creator of value, doesn't it make sense to surround yourself with the right people in the right roles? Having a trusted network of partners, and alliances allows companies to access the customers, capabilities, talent and ideas needed to respond to changing market trends, new technologies, emerging competitive threats and regulatory changes.

Very simply, what got your business to where it's at today cannot continue moving it to where you need to be going tomorrow. A CEO no longer afford to deal with new changes using yesterday's tools and methods.

What are the leading successful companies doing? They are pivoting and accessing what they need through partners.

In a 2022 report, the number of respondents saying partnerships contributed to more than half of their company's revenue increased to 17%. *(source: Crossbeam Partner Ecosystem Report)*

Future-readiness brings organizations a competitive edge and agility. But efficiency and profitability in the short term are not enough. Being future-ready requires a flexible operating model—an optimized combination of multidisciplinary teams and technologies on demand that work across a broad ecosystem of partners.

The goal: Deliver exceptional business outcomes at scale, from anywhere, anytime.

Ecosystem partnerships bring complementary skillsets and more diverse data.

Source: Accenture Future Ready Operations POV

93% of executives surveyed by Accenture said their very existence is jeopardized by operating models that can't keep pace.

Seventy-four percent feel they will need to completely rethink their operating models to be more resilient as a result of COVID-19.

Source: Accenture Strategy-Resilient-Operating-Model-POV

Here are nine ways why CEO's are partnering:

1. Achieve advantages of scale, scope or speed
2. Increase market penetration
3. Enhance competitiveness in local, national, or international markets
4. Enhance product development
5. Develop new business opportunities through new products and services
6. Expand market development
7. Diversity
8. Create new businesses
9. Reduce costs

I am grateful to Robbinex for bringing together a trusted network of partners.



**John A. Beaton**

*Team Results Inc.*  
Business Strategy

[View Bio](#) | [Email John](#)