

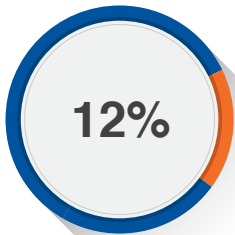


Evolve or Die

You adapt, evolve, compete, or die.
— Paul Tudor Jones

“This quote is a lasting reality. No business is immune from it. Having been in business and advising business leaders for over 30 years, I verify the veracity of this truth, however unnerving it may be.”

- Randy Di Bernardo - Co-Founding Partner, ConfluCore LLP



FACT: Only 12% of the Fortune 500 firms, or 60 companies, from 1955 remain on the list in 2016.

But why is this so?

The major reason for this is the certainty of change. There is no constancy in business. In fact, change is the only assured constant in our lives and in business. If we embrace this truth that constant change abounds, we would be foolish to choose stagnation as an option. Yet we see apathy in business every day. Many business leaders are perfectly content with making conservative decisions or choosing traditional approaches even though they know there are much better choices.

Then, why is this phenomenon persistent? There could be several reasons: Management's fear of failure; or a perception of taking on too much risk; or relying too much on past successes; or that people just dislike change. Whatever the reason, we must accept the truism: evolve or die.

At ConfluCore, we believe that an organization is like a living organism and so, its parts are inter-related. When these parts are made to work well together, the business can maximize its potential and succeed competitively. When this happens it helps to achieve confluence, both internally as well as with alliances and partners. Conversely, when its parts are functioning independently, which is more prevalent in businesses today, the overall performance of the organization is sub-optimized. For this reason, we take a holistic view in addressing business issues of the organization. This has proven to be much more effective than what traditional methods yield and, while delivering much better results.

To accomplish this, and to embrace change proactively, we have developed a systemic approach, a robust framework we call SIGOMO™. SIGOMO™ represents Strategy, Innovation, Governance, Operations, Marketing, and Organization and are the key elements of any business. Our SIGOMO™ approach is supported by the principles of Dynamic Thinking that were initially developed at Harvard and MIT and embraced by the most prominent thought leaders in business today.



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