



## WINNING ON VALUE NOT PRICE

As the pace of commoditization accelerates and the emergence of technological disruption threatens our existing business models, we must find ways to remain relevant and differentiated in the hearts and minds of our customers! This inspiring, case-study rich session will show you how to find opportunity in disruption to reverse the downward spiral of commoditization, move beyond the competition, and become the obvious choice for your customers.

This journey will require that you:

1. Move from a mindset of value extraction to one of value creation.
2. Learn at the edge of disruption and embrace the opportunities for differentiation that exist there.
3. Front run your customers by beating them to the future in the Five Critical Dimensions that they value most during times of rapid change.
4. Elevate your reputation by competing on expertise and positioning yourself as a trusted adviser for your clients.
5. Act in a way worthy of your desired leadership position rather than race your competitors to the bottom.