

Presented by: Gerald Smith
Care 360 Hospice
614.725.6245

Response to Market Changes

Strategies for Companies, Sales Teams, and Individuals



"Empty your mind, be formless, shapeless like water. Now you put water into a cup, it becomes the cup; you put water into a bottle, it becomes the bottle; you put it in a teapot, it becomes the teapot. Now water can flow or it can crash. Be water, my friend."

-Bruce Lee



Understand how diversification, innovation, and organic growth help businesses and individuals thrive amid market shifts

Objective

Why does it matter?

Markets evolve due to technology, consumer preferences, competition, and global events — adaptability is key to survival.



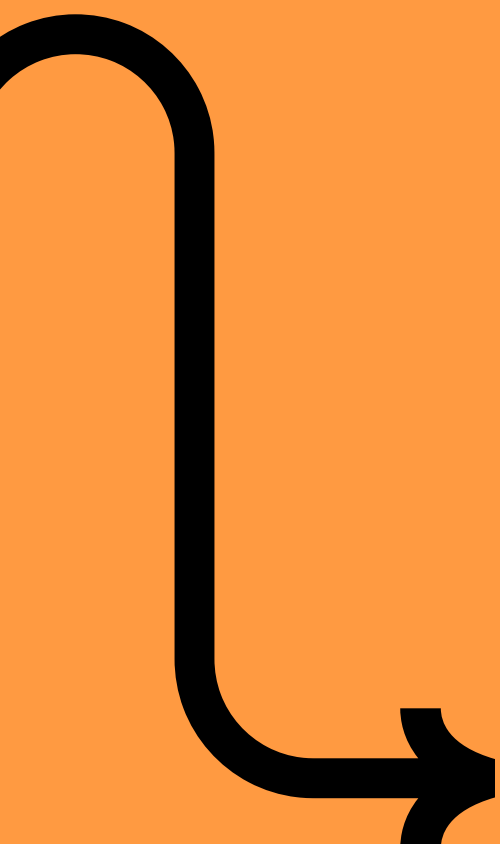
Agenda

- ➔ **Understanding Market Changes**
- ➔ **Strategies: Diversification, Innovation, Organic Growth**
- ➔ **Sales and Marketing Applications**
- ➔ **Individual Adaptation**
- ➔ **Real-World Examples**
- ➔ **Q & A**



Understanding Market Changes



- 
- 01** Technological advancements (e.g., AI, e-commerce)
 - 02** Shifting consumer behavior (e.g., sustainability focus)
 - 03** Economic factors (e.g., recessions, inflation)
 - 04** Competitive disruption (e.g., new entrants)



Strategy 1:

Diversification

Definition: Expanding into new products, services, or markets to reduce risk.



For Companies



Reduces reliance on a single revenue stream.

Example: Amazon diversifying from books to AWS (cloud computing).



Sales and Marketing

Cross-selling opportunities (e.g., Amazon bundles Prime with other services).

Targeting new customer segments.



Individuals ←

Diversify skills (e.g., a marketer learning data analytics).





Case Study: Nokia





Evolution

From paper products to mobile phones, then pivoting post-2010 to network infrastructure after losing the smartphone race.

Lesson



Diversification can be a lifeline when core markets fade.



Our Story

- ➔ **360 Health Services**
- ➔ **Therapy to Hospice
to Mobile Wound**

Strategy 2:



Innovation

Definition: Creating novel solutions or improving existing offerings.



For Companies

Keeps products/services relevant.

Example: Apple's shift from computers to the iPhone ecosystem.





Sales and Marketing



Storytelling around innovation (e.g., Apple's sleek branding).
Highlighting unique value propositions.



Individuals



Innovate by upskilling or creating personal projects (e.g., a salesperson mastering AI tools).

Case Study:

Netflix





Evolution

**From DVD rentals to streaming pioneer,
then original content production.**



NETFLIX

Lesson



**Innovation anticipates
customer needs before they
arise.**

Our Story

→ **360 Health Services**

→ **Hospice - Innovative Comfort,
Amplified Support, Unparalleled
Attention to every family**



Strategy 3:

Organic Growth

Growing internally through existing resources, without mergers or acquisitions.





For Companies



Leverages brand loyalty and operational strengths.

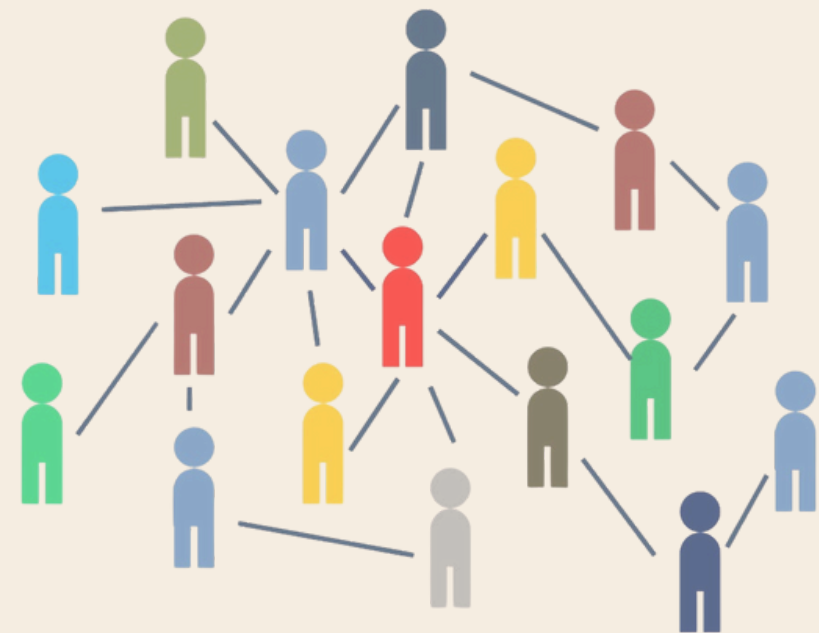
Example: Starbucks expanding globally while refining its core coffee experience.



Sales and Marketing

Focus on customer retention

Word-of-mouth and community-building campaigns.



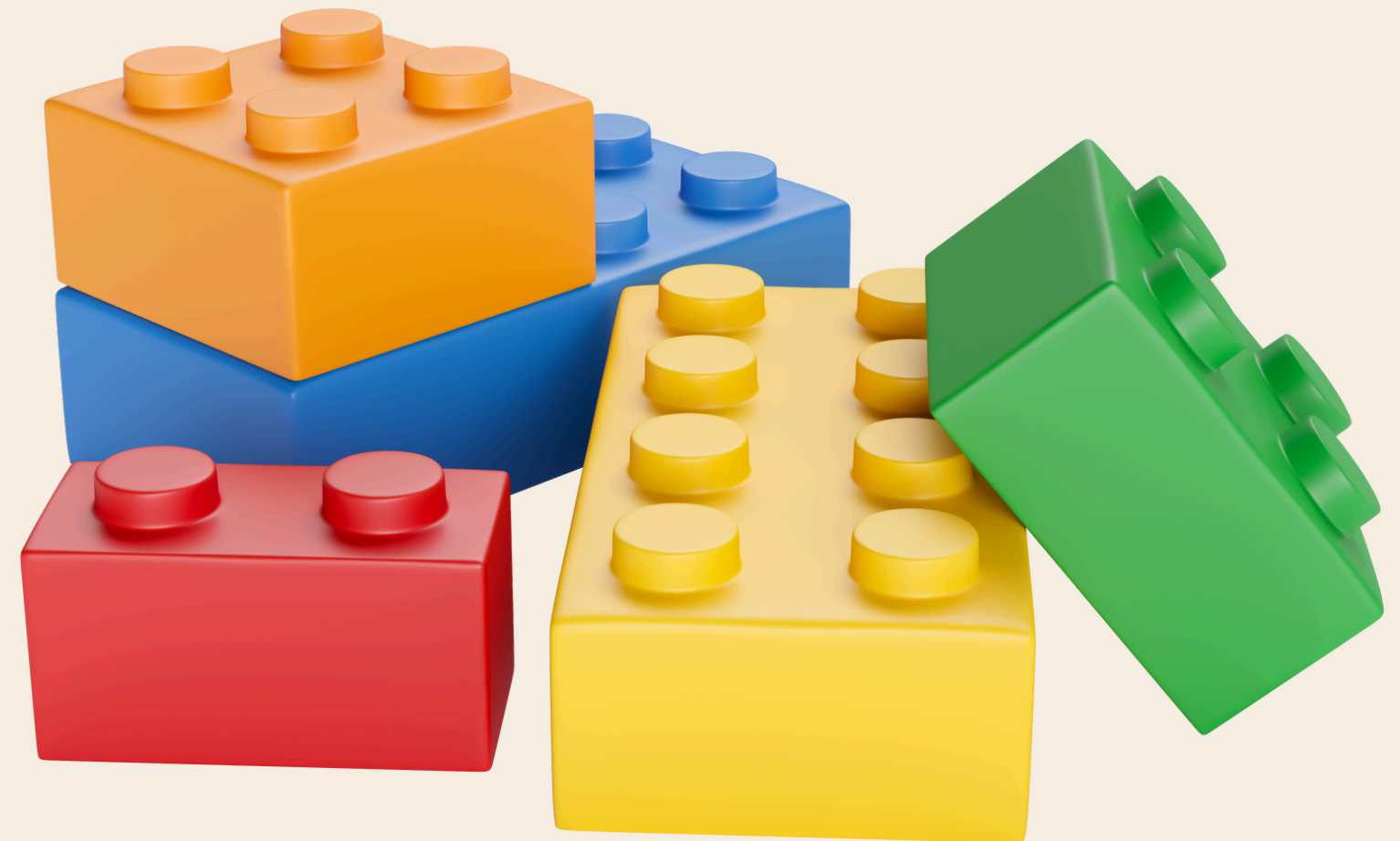
Individuals

Build expertise and networks organically



Case Study:

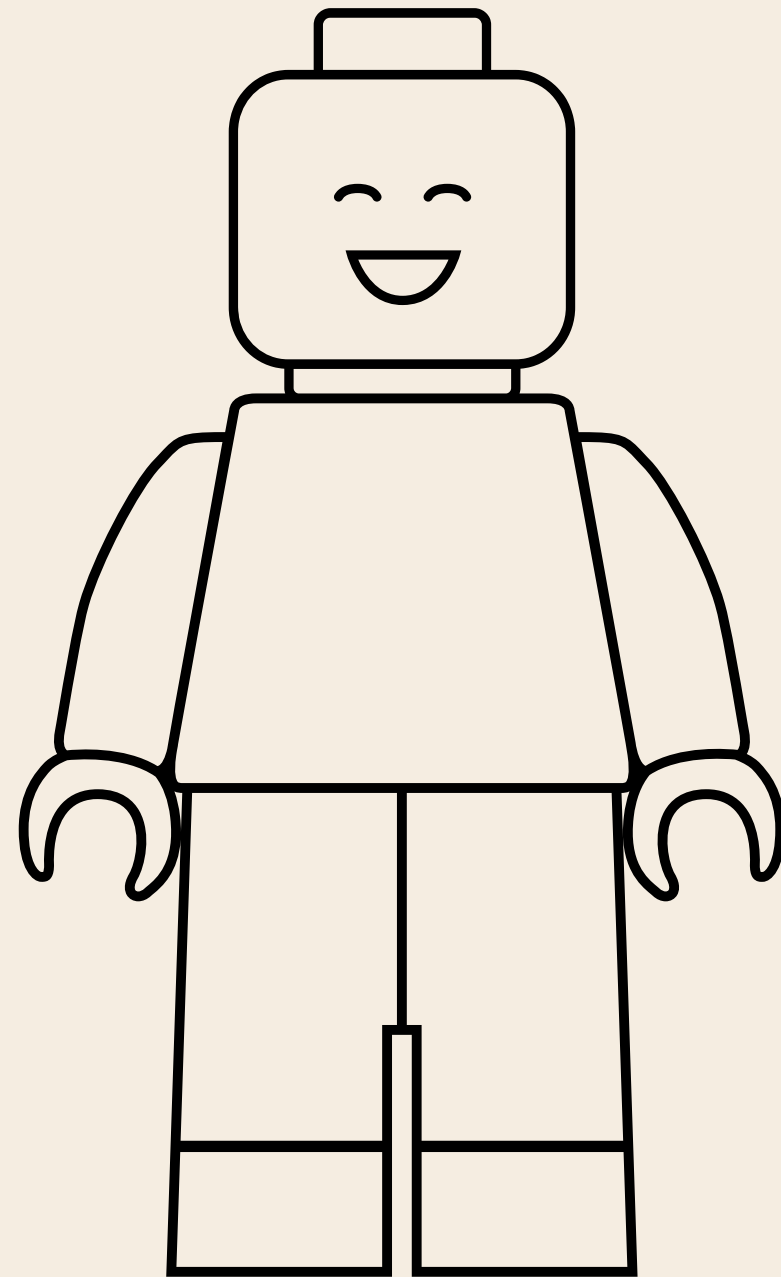
Leggo





Evolution

Evolution: Revived from near bankruptcy by refocusing on core products and engaging fans



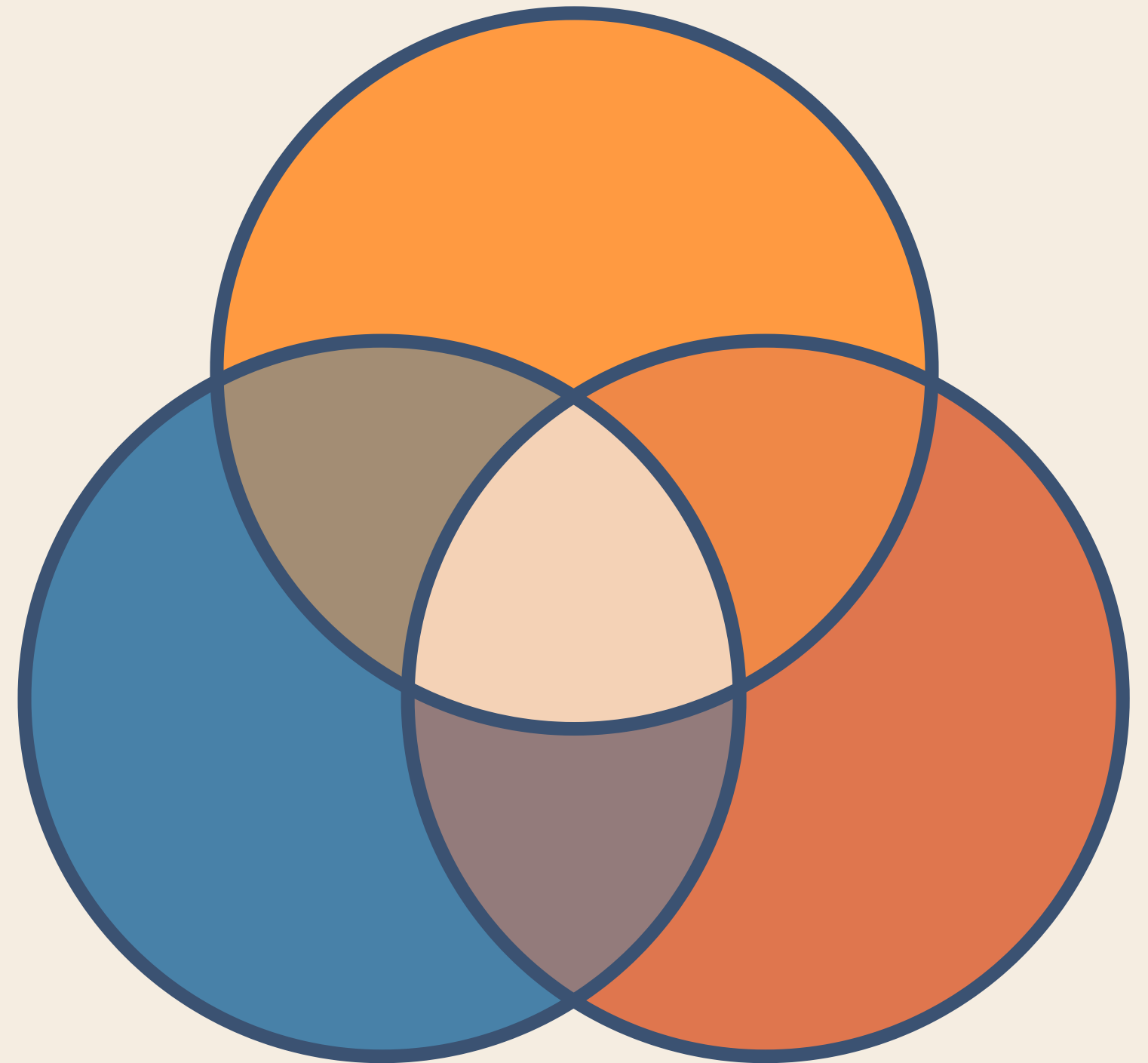
Lesson



Organic growth thrives on authenticity and customer connection.

Our Story

- **360 Health Services**
- **Overlap of customers
and partners**



Action Steps





For Companies

Audit current offerings — identify vulnerabilities.

Invest in R&D for innovation.

Grow loyal customer bases organically.



Sales and Marketing

Research emerging trends for diversification.

Test bold campaigns tied to innovations.

Use data to refine organic outreach.



Individuals



Experiment with a side project.

Learn one new skill this quarter.

Network consistently in your field.

Wrap Up

Q & A

