



MBD^{insight} #52

Change is coming. Are you ready?

Change is in the wind and you'll have to deal with it. *Are you ready?*

If this year follows expectations, there will be economic realities to deal with resulting in a major realignment of business priorities regardless of '08 election results. So, if you're looking at new opportunities and concerned that it may be too late to re-position your company's resources, then you're among a growing crowd. But, it's not too late ... if you get going right now!

There is a price to pay in making new product or service initiatives work. So, how do you leap the hurdles to make the numbers? To ensure revenue results in the Business Development game, the following is a methodology that works developed from nearly 30 years' BD experience.

Step #1: Assessment. Evaluate Business Development in the company from all angles to uncover the problems.

Step #2: Delivery. Delivery is execution and responsibility to tackle BD challenges and fix problems at both operational and tactical levels.

But there's more to it. In the end, real success involves interfacing between the assessment and delivery components which results in sharing of information, creating common ground, and moving forward toward a common goal. With these criteria, the BD assessment/delivery methodology can be broken down into the following:

1. The Plan's the Thing ... get busy and craft a realistic BD plan.
2. If people are your most important asset, do an evaluation of your BD team.
3. Got Process? That's Business Development Process. If you don't have a customized BD Process designed, installed and used, then get one.
4. To deliver the goods, identify your team's education requirements, then develop and implement a corporate BD curriculum to match their needs.

Change is coming. Are you ready?

Sent this ***MBD***^{insight} by a colleague? [Signup here](#) for your own subscription to articles and research on Business Development and to ***download the full text of this article.***