

## What is the *value* of a relationship?

### **Adaptive Innovation™:** **Adaptable Business Models for Changing Market Demands**

Value creation is derived from value chain disruption. Adaptive innovation, by definition, is destructive in its character, open to a broad base of business models, and must be driven by high performing teams focused on maximizing the current and future capabilities of their respective organizations.

In order to create sustainable competitive advantage, companies must develop a relationship-centric culture with the courage to fail and learn from those failures. Relying on traditional methods of value-add is often imitating the strategies of others.

Many organizations miss fundamental value creation opportunities by failing to drive industrial efficiency, Relationship Currency®, or dynamic intellectual capital-driven differentiation.

### **About the Content:**

David Nour, founder of Relationship Economics has developed a unique process that enables organizations to constantly adapt their business models to changing market conditions. Key content covered in this presentation includes how to:

- **Maximize production capacity for innovative products and services**
- **Bypass traditional delivery mechanisms to reduce time and cost to market**
- **Aggregate content to drive value in buyer and seller interactions**
- **Proactively leverage information *for* the network - not just about it**
- **Turning information into insight and insight into broad-based knowledge that cannot be outsourced or easily replicated**



### **About the Speaker:**

David Nour is a social networking strategist and one of the foremost thought leaders on the quantifiable value of business relationships. In a global economy that is becoming increasingly disconnected, Relationship Economics is solving *Fortune* 500 client challenges with intracompany, as well as externally focused, **Strategic Relationship Planning™**.

A native of Iran, David came to the U.S. with a suitcase, \$100, limited family ties and no fluency in English! Fast forward 25 years and David has built an impressive career of entrepreneurial success, both within large corporations and early stage ventures.

David is the author of *Relationship Economics* (Wiley,

## About the Event:

You are invited to a poignant and candid keynote speech based on the fundamental leadership approaches necessary to adapt your business model to changing markets. This featured session focuses on three strategies to seek out new and creative ways to respond to rapidly changing markets.

1. Are you relying on traditional methods of **adding value for customers**?
2. Do you have a systematic process to identify and **leverage innovation across industries or business units/teams**?
3. Are you competing today while you **prepare for tomorrow**?
4. Do you identify and build **disruptive new businesses**?
5. Is your organization finding it increasingly **difficult to justify investments in innovation**?



Within 60-90 minutes, the following topics are addressed:

- ✓ Faster response to rapidly changing markets
- ✓ Battling business model erosion and top talent exodus
- ✓ Reigniting stagnant growth
- ✓ Applying three fundamental methods of building value:
- ✓ Industrial efficiencies to cut costs and standardize portfolio of offerings
- ✓ Relationship Currency® to aggregate clients and suppliers
- ✓ Elevating yourself above the market noise with intellectual capital

2008), a senior management advisor, and a featured speaker for corporate, association and academic forums, where he shares his knowledge and experience as a leading change agent and visionary for **Relationship Economics® - the art and science of relationships.**

In addition to serving on key community boards, David is also an active member of several professional organizations, including the Association for Corporate Growth (ACG), American Management Association (AMA), Institute of Management Consultants (IMC) and the Society of International Business Fellows (SIBF).

He has been featured in a variety of publications, including *The Wall Street Journal*, *The New York Times*, *The Atlanta Journal and Constitution*, *Georgia Trend*, *Success*, *Entrepreneur* and *Pink Magazines*.

David earned an Executive MBA from the Goizueta Business School at Emory University where he's often a guest lecturer and a BA degree in Management from Georgia State University.

### Sample Clients:

- American Cancer Soc.
- Cisco Systems
- Cox Enterprises
- Emory University
- KPMG
- Legal Marketing Assoc.
- Marriott International
- Nat. Assoc. of State CIOs
- Project Mgmt Institute
- Siemens
- Verizon Wireless
- Women In Technology

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