

# A matter of evolution

by Gianni Anchois

*“We as a society have evolved from a world of abundant resources and a shortage of manpower to an abundance of manpower and a shortage of resources. Indefinite growth is not sustainable”.*

This is particularly important to realise in the current global economic slow down, with the endless list of companies struggling to survive and the escalating percentage of unemployed young people across Europe.

## **HISTORY CAN TEACH US NOTHING**

Huge problems generated by countries at war in the Middle East and the related migrants crisis add to the complexity of the picture.

It's not the first time that it has happened in history of course, and it will most probably not be the last.

Knowledge of the past is a definite necessity. It's the foundation over which we build our personal, social and cultural relations. But we need to recognise that whilst we can certainly try to explain the past, we can only imagine the future. It's too easy to fall for presentism — the judging of the past by the standards of today. The future is something we, as individuals and enterprises, can build from scratch every single day.

Avoiding past mistakes possibly, yes, but being ready to make brand new ones.

### **DIGITAL IS THE ONLY WAY FOR BUSINESS**

For businesses, this is especially important as they try to bridge from old, familiar and established ways of doing things — which do not work anymore — to digital business. A solid track record is good to have, but past performances never guarantee future success, because circumstances — clients, markets, economic climate, competitors, tools, processes, market readiness — changed and will change all the time.

Sportsmen know this. Businessmen should know it too.

To make things worse, too many organisations and businesses are driven by metrics that don't matter. Measurements are a means to find the essence of something, they are not the essence itself. Additionally, if we insist measuring what mattered years ago, in a completely different business environment, with different trends, players, behaviours and resources, we will fail.

### **SIZE IS OVERRATED**

Big, established companies that still use metrics that don't matter anymore are particularly open to fail because instead of becoming nimble, flexible and adaptable, they tend to entrench, gobbling up competitors and betting on size to win more business.

Bigness, unfortunately, is an overrated attribute. Those companies become slow, too complex, impossible to manage, greedy and generally not fun to work at or buy from. They see becoming digital more of an onus than an opportunity. They try to impose new tools and rules to old processes and procedures.

Instead, great companies focus, make it simple to interact and engage with, provide space and means for unlocking the potential in their employees. They build momentum. They apply rapid change. They innovate. They listen and act, in that order, and move fast. They don't just embrace digital business, they become one.

Yes, it's definitely a matter of evolution.

*“There is grandeur in this view of life, with its several powers, having been originally breathed into a few forms or into one; and that, whilst this planet has gone cycling on according to the xed law of gravity, from so simple a beginning endless forms most beautiful and most wonderful have been, and are being, evolved.”*

Charles Darwin, “On the Origin of Species”

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