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From the desk of David Simpson

July, 2019

“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.

- John F. Welch Jr. (Nov. 1935 – Mar. 2020) former Chairman of GE

Jack Welch needs no introduction. His accomplishments are legendary. Suffice to say that during his 20-year tenure, the value of General Electric increased by 4,000%!

Welch’s quote speaks to exactly what is taking place, right now, throughout the entire business landscape – very significant rates of external (outside) change. And we are seeing more and more companies struggling to keep pace with this change. They are clearly having serious difficulty coping. We ask that you consider constructively challenging every senior executive in your organization (including yourself) to strongly consider if the rate of change outside is more than what is happening inside your company. Given what we are seeing in the marketplace, it is a vital task.

A handwritten signature in blue ink that reads "David". The signature is written in a cursive style and is positioned in the bottom left corner of the page.