



Beware of “New & Improved” Business Breakthroughs

By: David Frederick, M.B.A. Principal Consultant & CEO

Entrepreneurs and new business leaders inevitably fall into the trap of getting caught up in the latest and “newest” management framework, terminology, and models of leadership and execution.

I see it all the time when business leaders and managers instantly quote the latest business book, term, phrase and methodology. Interestingly, if these books, methodologies, philosophies are so good, why are they engaging me as a consultant to help them change their businesses’ status quos? I digress.

This incessant quoting of new and improved methodologies, buzz words, frameworks, etc. comes as no surprise with the over abundance of business books written largely by people who have never run, started or managed a business. While it’s true our business environment and models may change as technology and consumer behavior change, the fundamentals of business remain the same, which is why consequently, they are called the fundamentals.

The key is to leverage these fundamentals in a manner that allows you to adapt them to your specific business challenge. Yes, there are idiosyncratic, niche, industry, and other tactical differences between a brick and mortar business versus a purely Internet based business, but in today’s dynamic global economy most businesses are now a hybrid of brick, *click* and mortar.

Things like customer support/service, sales, marketing, branding, operations, finance, costs, manufacturing, HR, R&D, etc. have not really changed in their fundamental form. You still need to know how much it costs to make your product or service. You still need to advertise and market your product and services, you still need to operate your business and account for your finances. All of these functions fundamentally, do not change regardless of what you call it today or tomorrow. Payroll is still payroll. Taxes are still taxes. Management is still management. People still behave like people.

To be truly successful in business, you need to focus on the basic fundamentals. Learn how to apply, leverage, adapt and execute in your business. Don’t discard the proven and successful for the latest business fad, buzz word, and methodology.

In many cases the so-called latest business thinking is nothing more than a proven fundamental dressed in new cloths or buzz words. Sure, they can sometimes shed new light on an approach, topic, or framework which can genuinely be of value, but fundamentally what worked in the past, fundamentally works today. If you have any doubt about this, simply look at the go-go days of the dot com era. Simple, basic and proven fundamentals of business and economics were thrown out the window and replaced with insanity. The world learned the hard way.

Regardless of the business your in, your core challenges have not changed over time and memorial. There are proven and effective solutions out there and there application, incorporation and utilization are fundamental to how you achieve success in your business.



Remember keep it simple. Focus on the fundamentals - Be dynamic, respond versus react, adapt, overcome, measure/analyze, and execute. If you anchor your business in solid and proven fundamentals, you are well on your way to starting, running, and managing a successful business.

About David Frederick

Frederick is the Founder, Principal Consultant and CEO of iAIR | The Institute For Advanced Innovation Research. He is a seasoned senior business executive, technologist, and visionary with over 25 years experience in the technology, global operations, strategic management, consulting, integrated marketing, innovation, media and interactive business industries. Throughout his career, he has worked with organizations of all shapes, industries and sizes from global Fortune 100 to early stage start-ups.

As a recognized leader he has delivered passionate and insightful perspective to today's global business challenges to international corporations, early stage and start-up organizations, industry & trade associations, college and universities, public lectures and broadcast & print media.

Frederick is also a recognized author on such topics as innovation, strategy, IP monetization, management, marketing, business process and content development. He pioneered the first digital musical keyboard instrument based solely on a Windows Operating System, as well as pioneered the HPX- Hierarchal Platform Xchange™ and the follow on MPX - Media Platform Xchange™, a SOA based software architecture used in managing and sharing voluminous amounts of associated meta data, digital content and rich media.

In addition to his executive background, Frederick also serves as the Program Chair for Strategic Technology Development & Innovation and the Technology Leadership Graduate Program at the University of Advancing Technology, sits on the University of Advanced Technology Advisory Board, and served as Adjunct Professor of Strategic Management, Advanced Executive MBA Program for Norwich University. He is a member of and contributor to the Management Round Table, The Institute of Management Consultants, IEEE, Harvard Law School - Program on Negotiation, MIT Enterprise Forum, MIT Innovation Club, APS American Physical Society - American Physics, United States Naval Institute, IGDA (International Game Developers Association) Intellectual Property Rights Committee, as well as a member of the Council of Communications Advisers, Media and Entertainment.

His experience in VC, M&A and PE has included securing venture funding of over \$30M and M&A activity of over \$36M. Frederick earned a BS in International Business and an MBA. He has conducted graduate work at MIT Sloan School of Management and Harvard Law School. He is currently working towards his PhD in Behavioral and Policy Sciences with a specialty in Innovation. He also holds executive certificates from Harvard Law School and MIT Sloan School of Management (Massachusetts Institute of Technology). Mr. Frederick is also an EMMY nominated and multi-award winning composer, sound designer and producer for motion picture, television, interactive games and broadcast advertising, having won the Chick Corea Jazz Masters Scholarship to Berklee College of Music. He is also a proud veteran of the United States Navy. Mr. Frederick lives in Bedford, NH (Greater Boston Metro-Area) with his wife and five kids.

About iAIR | The Institute For Advanced Innovation Research, LLC.

iAIR (pronounced "air") is a leading consulting firm that advises organizations on a variety of critical growth, strategy, management, position and innovation issues.

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