

# THE MYRDDIN GROUP

## - GLOBALIZATION AND THE PROMOTIONAL PRODUCTS MARKET -

That the world has changed and is continuing to change at a rapid pace is not news. What is news though is how the slow evolution of the structure of the promotional products market has been missed by so many. In the big picture scheme of things there is a new order in the world of promotional products. It's a reflection of the new international system called globalization that came together in the late 80's and is best exemplified by the fall of the Berlin Wall. It replaced the system of separateness that characterized the cold war system. Instead of a divided up world, we now have an integrated world with its own set of threats and opportunities. The billions of people who were once separated from us by the political and physical walls of the past are now out and about trying to fulfill the needs of our customers.

Globalization is characterized by the integration of markets, transportation systems, and communication systems. Former local, regional, and national markets are now global without borders and accessible by anyone. This has allowed virtually any company access to suppliers and markets across the globe. In doing so they can reach farther, faster, deeper, and cheaper than ever before. Globalization has become a force multiplier for small companies.

Larger companies no longer have the clout they once had because in this information economy no one controls information anymore. This is due to the simple fact that no one controls the Internet. This means that anyone on the Internet can be an agile competitor. This new level of competition is driving quality up and costs down because customers are much more informed and very easily hooked up to anyone who can supply them.

Organizational Leadership has not kept up with these changes going on in the world. Everywhere today, that leadership is being challenged on a daily basis yet no new model has come forth in the promotional products market. The old hardwired communication channels have become obsolete, as have the business structures that created them. In working with our clients we explore how roles have changed and how to take on the roles and structure of a new market leader. We look carefully at networks and relationships. The bad news is trust is the foundation for this work and new configuration, and trust has been lost throughout many organizations. From our perspective, it is absolutely imperative that business leaders bring trust back into a company if it is to survive. With high levels of trust among a company's associates, suppliers, customers, investors, and community we can implement this new model and you can expect to see:

- The creation and preservation of an atmosphere of respect and openness.
- A greater ability to keep and inspire your most talented workers.
- Greater cooperation leading to new levels of performance.
- A stable staff that becomes more "promotable" over time.
- Developed leadership at every level of the organization.
- A greater ability to take advantage of company strengths and compensate for any weaknesses.
- Greatly reduced cynicism and improved morale.
- A flexible and focused workforce able to recognize and exploit larger opportunities.

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