

Challenge your thinking, change the game

Innovation is a double-edged sword in the business world: it's the breakthrough you need to change the game or a silver bullet from a competitor.

The fusion of technologies that characterise the Fourth Industrial Revolution means the adage 'adapt or die' is as pertinent as ever.

As a result, people are taking risks and striving to innovate, but there's no set formula for successful corporate disruption.

According to Alana Jordan and Rosemary Scuteri, co-founders of Melbourne business management consultancy 8Pillars, the starting position is around focus.

"In today's world, things change fast. And in that scramble to keep up, companies can lose focus on what's important to them," Scuteri says.

Technology has driven much of that change and the digital revolution has left many businesses worried about being left behind. That's when they need the advice of consultants.

"Every company is unique and needs its own unique strategy," Jordan says.

"The iPhone was a game changer for Apple, but a killing blow to Kodak. You have to expand your field of view, because disruption can come from anywhere."

The pair formed 8Pillars after years spent "on the other side".

"We've seen the damage a consultant's report can do to a company. Too often they'll focus on the negatives and end up causing uncertainty. It's just not productive," Jordan says.

Instead, 8Pillars works closely with clients to create a custom approach that focuses on the positives and on changing conventional thinking.



The digital revolution creates a business environment in which almost anything can happen.

"In today's environment there's a way of thinking that innovation means pushing boundaries and taking risks, but that's not always the case."

Innovation is survival, but Jordan says to continually innovate doesn't guarantee success.

"Building new and exciting ideas is great, but you run the risk of straying too far from what you're about."

Instead, the 8Pillars team uses extensive

research about a company and its industry to discover what's being done, what is done best and how it could be done better.

"We highlight opportunities, identify constraints and invite suggestions and solutions," Scuteri says.

"We help to refine a company's focus on what made it relevant in the first place, because to truly become disruptive, you have to stay true to yourself and challenge your thinking at the same time."

'Every company is unique and needs its own unique strategy.'

Alana Jordan

Just as you can't build a house on sand, you can't build a business on just one pillar and expect it to remain balanced.

Eight pillars – agility, change, digitalisation, education, innovation, leadership, security and strategic – stand firm beneath the duo's philosophy.

8Pillars works with a firm's leadership team to ensure they're prepared to lead the organisation successfully through change, and to encourage innovation.

"Your staff are your players, so educating and empowering employees is how you change the game," Scuteri says.

"It's important for companies to understand what they're taking on when they commit to change."

"If they don't understand, and something goes wrong as a result, they'll be soured on the idea of change for a long time."

The digital revolution has created a volatile business environment where almost anything can happen.

Disruptive innovation doesn't come along every day, but when it does, relevance is the glue that may hold a business in place.

The 8Pillars team has no doubt if you focus on what's relevant to you and to your customers, you can grow successfully and remain true to yourself.

"That way, you can be innovative now and into the future."

8Pillars

At 8Pillars we believe that to be your 'best' you have to dream big and stay focused. 8Pillars has built its services on the critical capabilities, skills, tools and techniques that are needed by organisations to harness innovation and establish an organisational environment that balances exploration and preservation in a disruptive digital economy.

In a cyber society driven by digitisation you need all 8 Pillars... For Success:

Agility | Change | Digitalisation | Education | Innovation | Leadership | Security | Strategic

Our Consulting and Education Services teams work with you to grow your organisation!

Specialising in...

- Digital Business Transformation
 - Information and Cyber Security
 - Change Management
 - Program/Project Management and Business Analysis
 - Strategy and Roadmap Development
 - Privacy, Regulatory, Governance and Risk Management
 - Internationally Accredited Education and Learning Services
- Plus more

Make a Difference ... Start your journey with 8Pillars!

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