

EAGA Business Builder

Volume 14

Issue 31

eaganm.com

July 31, 2018

Today's guest speaker was Steve McKee—McKee Wallwork + Co.



Mr. McKee wasn't born in Albuquerque, but he has been here for quite a few years...well, off and on for quite a few years. He was here during his high school years, and spent some of his time attending Eldorado High. After graduation, he moved away to investigate career opportunities in other locals. But Mr. McKee found that he couldn't shake the odd gravitational pull of our city; it brought him back - twice. At this point, he is here for good...probably. Mr. McKee did make a comment regarding an uneasy feeling he had about coming to our meeting location. Seems as though he was concerned that an old reputation might be remembered by current Tanoan staff. He must have been involved in some other than classroom activities during his earlier days in the city. But whatever his historical activities and experiences, it was all a part of the base that formed the current Steve McKee. And that seems to be a good thing. Mr. McKee has a very positive reputation these days. He is a nationally recognized author (two of his books are When Growth Stalls and Power Branding) and he is generally viewed as a 'knows-what-he-is-talking-about' guy. Steve is the president of McKee Wallwork + Co. They are a Marketing Advisory Company, and their expertise is enhanced by data accumulated from many years of research. Generally, that data indicates that all businesses are positioned somewhere within a disruptive cycle, that cycle consists of five identifiable phases. Disruption; Acceleration; Maturation; Saturation; Commoditization. At any given time, 1% of companies are in the Disruption phase; 31% in Acceleration; 39% in Maturation; 15% in Saturation; 14% in Commoditization. The Acceleration phase is a period of good times. The work is fun. Maturation phase is one of growth. Business is doing well. Saturation phase brings competition. The company changes gears in order to continue. Speed of producing becomes more important than quality. Decisions become opportunistic instead of strategic. They progress to the Commoditization phase where their energies are directed to surviving. The level of internal politics increases; miscommunication is common and employee departures are on the rise. If ownership/management don't recognize the signs and formulate the proper course of action, the business will not survive the quickly approaching Disruptive phase. Although the vast majority of all businesses will follow the five-phase progression, it is quite possible to move on through the disruptive phase and back into the fun Acceleration phase.—but that most certainly happen by muddling around...or by accident. You better be always on guard; always paying attention; always analyzing where your company is in the cycle. It is even possible to extend the good phases and minimize the less desired ones. If you want to get an idea of where you are in the progression, McKee Wallwork + Co has a twenty question survey available on their website to provide you with some guidance. We very much appreciate Mr. McKee taking the time to share his knowledge, insights and advice with our group.

◆ First announcement of a potential new member:

Perfection Pools & Spas, LLC
Representative: Miguel Mendoza
Category: Swimming Pool Construction & Maintenance
Sponsors: Tim Baca

If you have an objection to this company becoming a member, or if you have information that you feel should be considered during the application review process, please contact Membership Committee Chairman, Jack Zipper (jdzipper@comcast.net or 505-259-5959) as soon as possible.

◆ Leads and reciprocity, more information and speaker/badge board lists are included in the upcoming, more current, bulletin for August 7th's meeting.

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