

Managing Complexity in a B2B Business Development Plan – New Whitepaper Published

Consilium Global Business Advisors releases new whitepaper "Complicated vs. Complex: Revenue Growth for Manufacturers and the Risk of Oversimplifying Strategy"

BOSTON, MA, USA, October 20, 2014 /EINPresswire.com/ -- There's a need in business to simplify. It's a mantra for every company and an art form for a few. But businesses face risks in oversimplifying strategy. While it's important to simplify enough to ensure that teams understand and embrace concepts, the reality of today's markets is that they are incredibly complex.

Companies often adapt operational methods (appropriate for the generally 'complicated' production environment) for application to top-line [B2B sales growth](#) where they are ill suited to the 'complex' market environment. That not only limits results but it also creates risks around missed opportunities and unforeseen disruptions.

"Senior executives crave simplification," comments Consilium Founder Ed Marsh. "It's understandable. They're deluged with information in such volumes that it's impossible to manage – much less really process. Simplifying strategy conceptually enables sharing throughout the company and makes it easy to convey to stakeholders."

The science of complexity theory and the study of Complex Adaptable Systems provide insight into the revenue growth challenge today's manufacturers face. First among those insights is that framing a complex system as merely complicated is entirely inadequate.

"The problem is that often folks try to execute [manufacturing growth strategy](#) according to the conceptual framework - using a linear approach designed for a 'complicated' problem," continues Marsh. "The daunting complexity of the entire system leads to an oversimplification



Free Whitepaper "Complicated vs. Complex: Revenue Growth for Manufacturers and the Risk of Oversimplifying Strategy"

of the execution strategy. And that compromises results and creates risks."

That's why Consilium has just released its latest whitepaper "Complicated vs. Complex: Revenue Growth for Manufacturers and the Risk of Oversimplifying Strategy". Intended for business owners, managers and senior executives it frames the challenge, introduces relevant principles of complexity theory and suggests a path forward for companies which allows them to feasibly incorporate real-world complexity into an executable business development plan.

The [whitepaper is available](#) for free download on Consilium's site.

About Consilium Global Business Advisors: Consilium assists American manufacturers in applying process excellence to their business development. In other words we help lean, well managed companies with rock solid bottom lines effectively and consistently grow their top lines to match. We work primarily with mid-size industrial manufacturing companies, guiding them through a journey of designing and executing business grade B2B inbound marketing and focused, profitable global market expansion.

Press release courtesy of Online PR Media: <http://bit.ly/1pupTm0>

Ed Marsh

Consilium Global Business Advisors

(978) 238-9898

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/230134900>

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