

THE COMPANY ECOSYSTEM



“No man is an island entire of himself” - John Donne

Questions to Consider:

- › How far does the ecosystem of your business reach?
- › What parts of this ecosystem want your business to succeed?
- › What parts of your ecosystem can you manage?

Guidance:

It is important to remember no company stands alone as an entity but is one part of a larger ecosystem. The ecosystem can have much influence on the company's performance as the people within the company. While the company is at the core of the ecosystem, it is surrounded and directly affected by suppliers, customers, and competitors (those who influence the company). These in turn are affected by advisers, strategists, PR, and marketing firms (those outside the business who also want it to succeed). Outside of that are transactional advisers, who are there simply because they provide the highest quality people-power. In the long term, it is important to think about the institutions, activities, and individuals that can help shape your company in the long-term (executive education programmes, organisations, and other individuals). It is important to understand the full expanse of your ecosystem when defining, implementing, and diagnosing your strategy. You can manage your core system, long-term advisers, independent advisers, influencers, and sources of insight, but keep in mind the ecosystem factors you cannot manage.