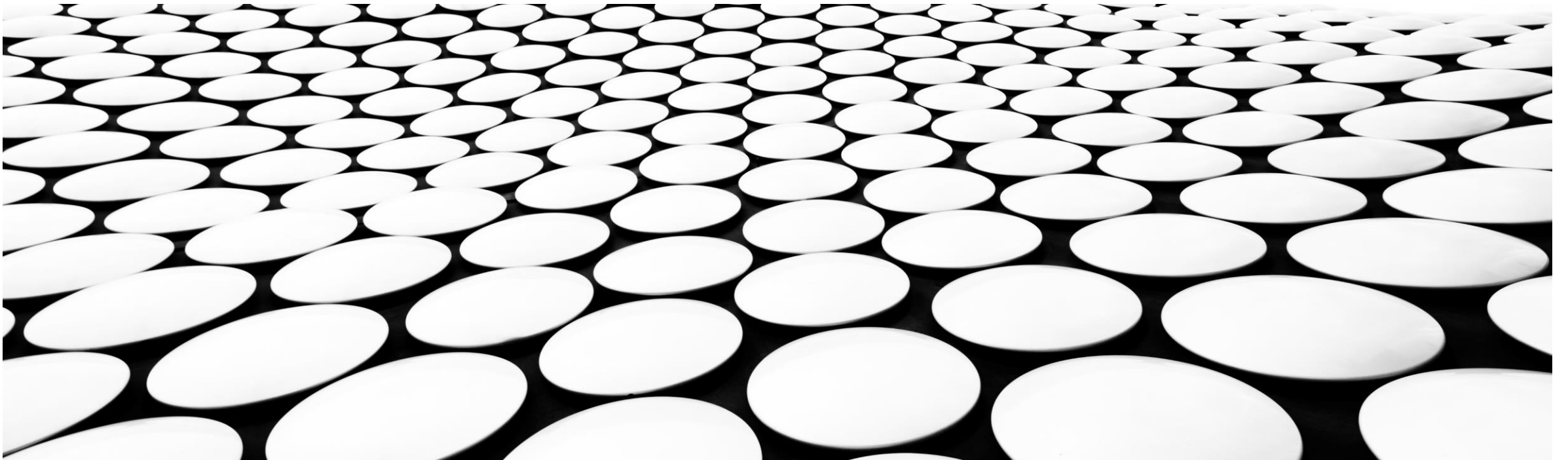

WINNING WITH ORDINARY RESOURCES



RAJESH RANJAN | rajesh_itbhu@yahoo.com |

13 Ingredients to Business Success:

Leadership and Management	The product or service the organization sells and delivers	Personnel and Personnel Development
Organization and Structure	Operations	Marketing
Quality Control	Customer/Client Service	Communication
Sales	Accounting and Finance	Compliance and Legal
	IT (Information Technology)	





V



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Competitive Advantage

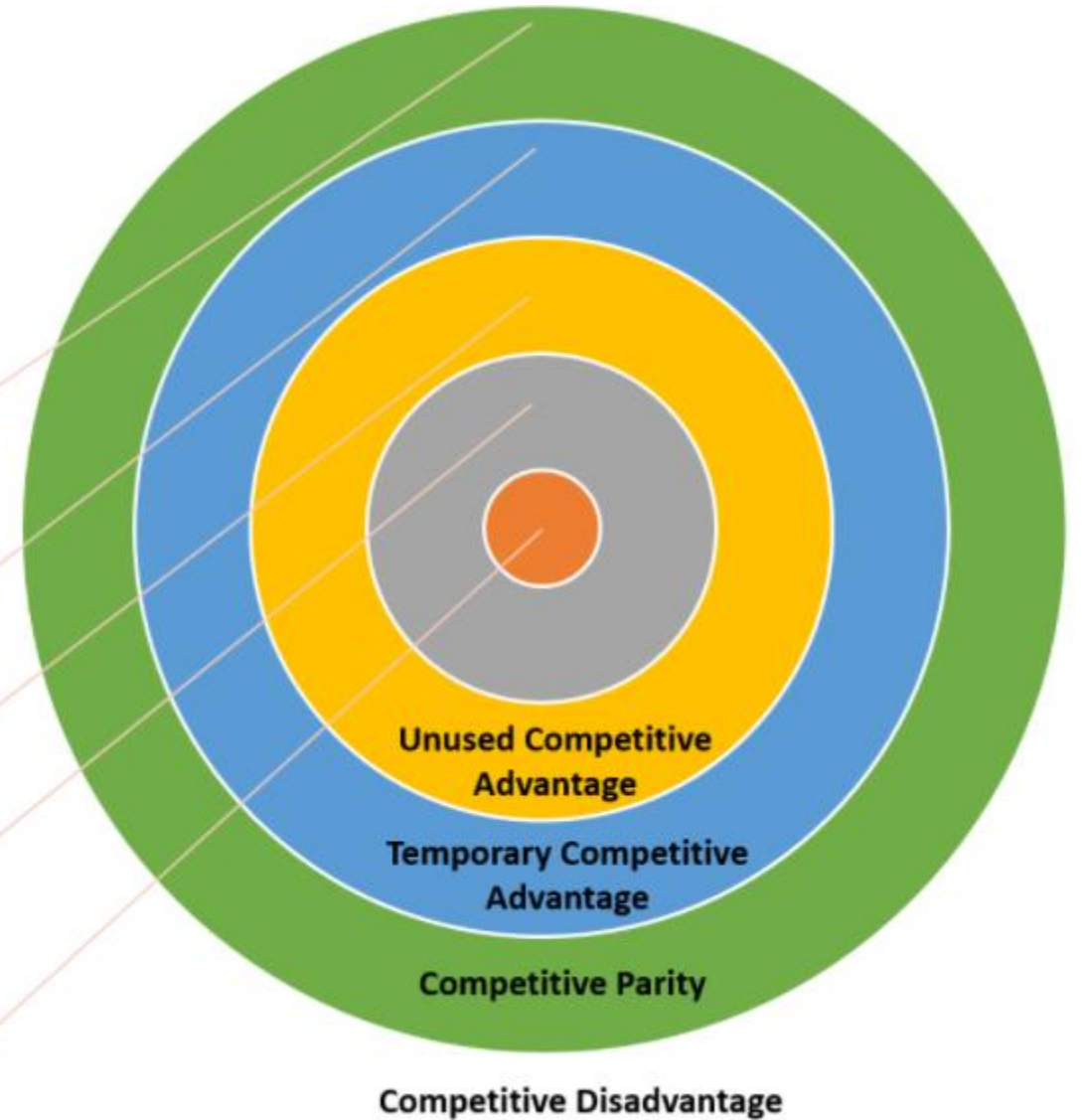
Sustained Competitive Advantage

Valuable

Rare

Inimitable

Organized

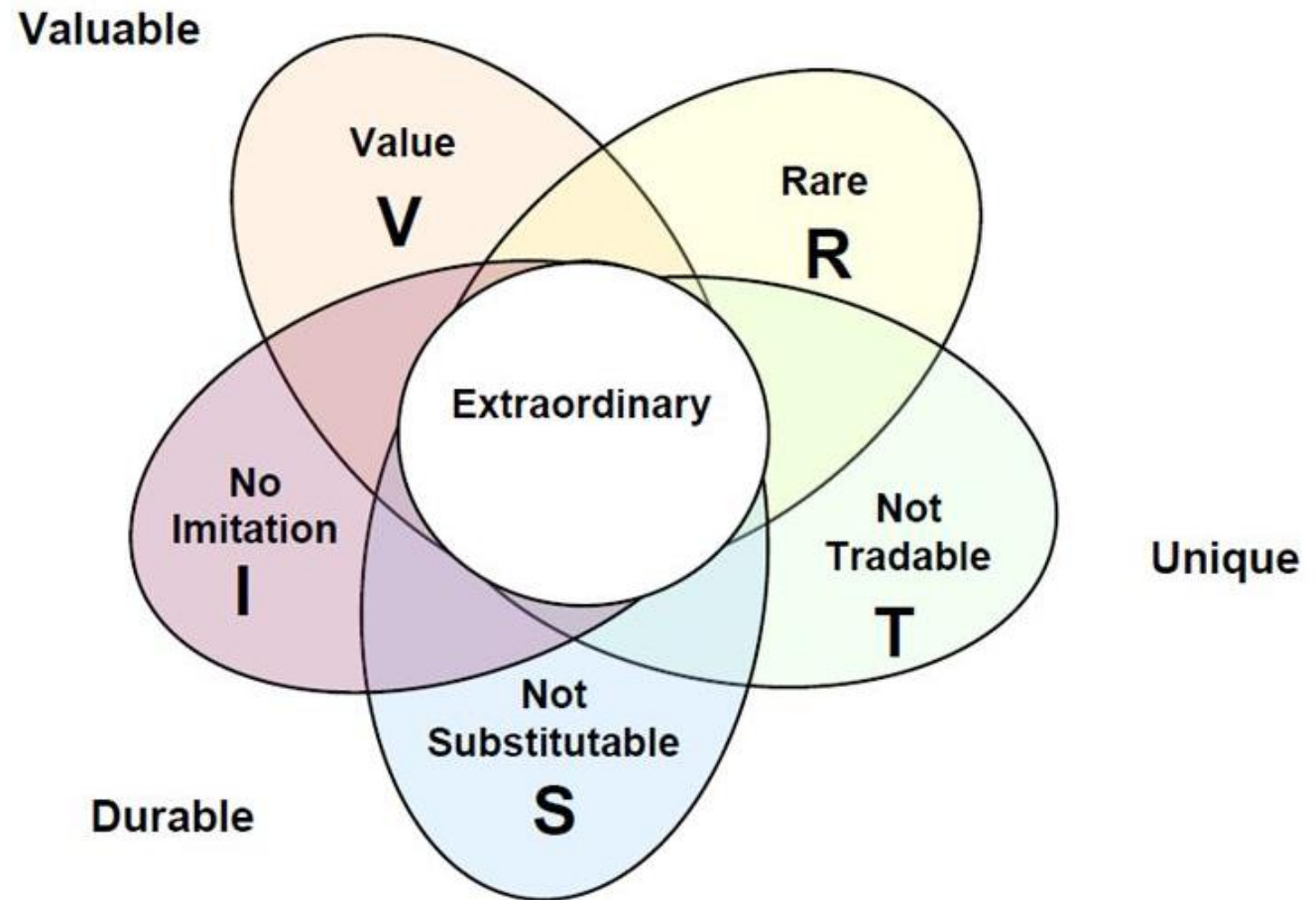


Creating extraordinary results with unique talents may be great, but it is not the general rule in management

Source: Varied/Internet

Sustainable Competitive Advantage

Depiction of traditionally accepted ingredients for Sustainable Competitive Advantage



Source: Varied/Internet

Differences Between Ordinary and Extraordinary Resources

	Tangible Hard assets; on balance sheet	Intangible Soft assets; not on balance sheet
Ordinary (Necessary to compete, but not sufficient for advantage)	<ul style="list-style-type: none">• Easily viewed• Easily purchased	<ul style="list-style-type: none">• Easily recognized• Well known routines• Able to learn easily
Extraordinary (Provides basis for competitive advantage)	<ul style="list-style-type: none">• Difficult to acquire• Uncommon in industry• Possible immobile	<ul style="list-style-type: none">• Difficult to identify• Difficult to evaluate• May require time to learn• May require experience to understand

USE Ordinary Resources to ACHIEVE Extraordinary Results

"An army of sheep
led by a lion is
better than an army
of lions led by a
sheep."

Alexander the Great

NobleQuotes.com



"I THINK IT IS POSSIBLE FOR
ORDINARY PEOPLE TO CHOOSE
TO BE EXTRAORDINARY."

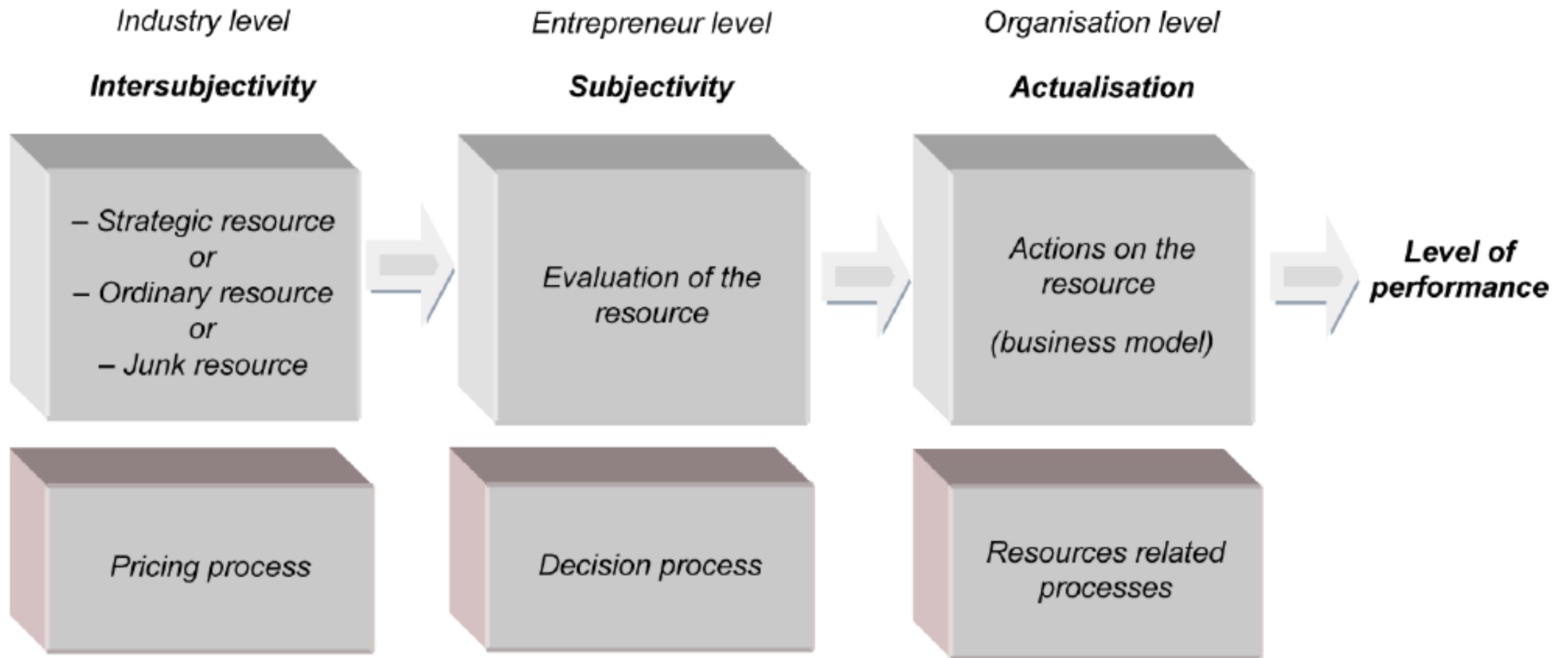
Source: Varied/Internet

Performance Review 1 to 5 Ratings Bell Distribution Curve

© Alec McPhedran 2014



Extended Resource-Based Theory



“The difference
between
ordinary and
extraordinary
is that little

extra”

Jimmy Johnson

InspirationalQuotes.Biz



Invest in your mind
every single day

The Way Out...

Source: Internet

Nature

Vs

Nurture

Nature

Genes and Hereditary Factors
physical appearance
personality characteristics



verywell

Nurture

Environmental Variables
childhood experiences
how we were raised
social relationships
surrounding culture



Few more wise words!!

More is Different:

“Beyond a certain size, a system is endowed with new capabilities that significantly differ from what its various constituents can offer”

Philip Anderson, Physicist and Nobel Laureate (1972)

Thank You!

Long Tail Concept:

“It is time companies stop focusing much of their marketing efforts on flagship products to the detriment of more ordinary ones” **Chris Anderson**