



## This is how we have done it

This is how we done it, don't try to teach your father how f... Sounds familiar? The human race is an interesting being. We have inbuilt resistance of the changes. Incredible strong one. This resistance of the changes is evil, for example it kills good companies. On the other hand, we a based on change, called evolution. The theory was developed lad called Charles Darwin ([http://www.wikiwand.com/en/Charles\\_Darwin](http://www.wikiwand.com/en/Charles_Darwin)). But no, although majority of us believes to the evolution, we don't want to change, not even change our behaviour.

In our evolution we are talking about thousands of the years. It l easier to understand we examine business world. When you study companies which have a history of tenths even hundred years they have a one common character, they have changed. Good example is our Nokia. It started from paper/pulp industry, then came rubber boots, tiers and electronics. After all of this it concentrated to Telecom, mobile phones and networks. It was a success story. But then shit hit the fan. Success created arrogance which almost killed the company. What fixed the situation? New director of the Board. He wasn't blinded of the great history of the company. Now Nokia has financial power to renew. Future is open, but they have more options.

They key question is that can you find capabilities or will to the change. Today's challenge is that pressures to change re big and trends are faster. Many industries re under major change, like print media and retailers. The development of internet has mixed their business model. Mixed is probably wrong term, better expression is challenged. Just a reminder, entrepreneurship is facing the challenges and challenging the others. When and if you don't find this capability inside then maybe you should look outside.

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