

How Jack Welch and MIT are Re-defining Economics

by Dave Kent

I have to tell you a really interesting story...

Recently I listened to Jack Welch giving a talk about corporations at the University of Miami. Jack Welch is former chairman and CEO of General Electric (1981-2001). He also teaches a class at MIT's Sloan School of Management to a hand-picked group of some 30 graduate students.

I've done some writing assignments for a company made up in part of young Sloan grads, and can tell you that MIT and the Sloan School are synonymous with innovation. I can't say any more than that right now, or give details, but what this business is working



on may soon set one corner of the world on its ear, technologically! (Once it's safe to let the cat out of the bag, I'll share more.)

Jack said many bold and enlightening things during his talk, but one story reflects thinking that should reverberate in every corner of business, industry and government. He related that one day recently, he took the teaching syllabus of his class and threw it out. His reasoning was, how could anyone use a syllabus when everything that's been going on in business, commerce, politics and the world at large has been anything but predictable or ordinary? He used the term "going upside down," and really...is there anyone reading this who disagrees with that expression, thinking over the economy of the past 18-20 months?

Jack went on to declare that new thinking has to resolve our issues in these unprecedented times, since the old stuff isn't working. In his classroom, every major political item is being discussed and fielded...every business item and so-called solution is being attacked and dissected.

The outcome? Some of the most unique, salient answers to our national and global problems are coming from his students. Once it was determined that they were permitted to find solutions that work, not just great-sounding rhetoric and theories based on empirical studies, new thinking emerged. Some of the solutions are outside the box and others are just good but bold, common-sense ways of approaching the problems.

But the premise is the same: Very simply, what worked even a year ago cannot be relied on to work today in business. It's a totally different environment, so it's a totally different ballgame with some new rules.

As a businessperson, you already know that intuitively. And nowhere are new solutions more needed than in marketing, because selling begins there. It's still true that no one buys anything until copy tells the reader a story and brings that buyer through the seller's door, via a commitment to action.

The savvy entrepreneurs and business owners are having new advertising copy written. They think innovatively, like Jack Welch. Out with the old and in with the new...we need something that's going to work for today.

I join them in spirit by saying, "Isn't it wiser to re-examine your hopefully-adequate copy when your customer is now facing every day with new sets of values, fears and needs?" In your marketing, where does the hammer need to meet the nail? Security? Greater trust and certainty of outcomes? Customers still have the same wants and needs. Sometimes it just takes a little copy-adjusting, and at other times, we take them to a whole new level of thought with a new perspective on an old need. Great copy does that.

And there's where I and the team at DKC can help.

In one short conversation, you'll receive real ideas that you can put to work in bringing your business to a greater level of profitability. Not only because I can write killer copy to increase your sales and retain customers, but because I have years of marketing savvy and experience that will bring you more than just the great copy.

So grab the phone and let's have a no-cost, no-obligation phone chat. One guarantee: Our minor time commitment will yield up some real solutions.

Call me at (630) 310-8651, or e-mail me: david@dkcmarketing.com

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