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Consumer Driven. Business Focused.



Finance

Disruption Breeds Opportunity

By Mike LeMaster

Mike LeMaster is the President & Founder of Revenue Advisors, LLC. His company provides revenue generation expertise that enables entrepreneurs to innovate to higher levels of revenue success. www.revenue-advisors.com.

Between 1831 and 1840 there were 14 Americans born who each went on to amass billions of dollars in wealth. Some of their names were Rockefeller, Carnegie and Morgan. They came from all walks of life but had one thing in common. *These entrepreneurs were born into a time where change created a tremendous opportunity for wealth.* Railroads were being built, we were moving from an agricultural society to an industrial society and Wall Street was just beginning. They rose up to meet and take advantage of the opportunities that were being served by society and economy.

Tomorrow's successful entrepreneurs will innovate their way to success while others will see nothing but problems and despair.

Although very different in scope, we are experiencing tremendous disruption in the way business needs to run to maintain healthy streams of profitable revenue. We have truly become a world economy and with that come new challenges and opportunities. Now is the perfect time to discover the evolving opportunities for your company. In the midst of disruption, entrepreneurs need to be mindful of the "moving opportunity phenomenon". That may translate to the same customers (evolving target) having slightly different or grossly different needs. It may mean that entire legions of prospective customers now have needs for your products and services today that weren't even considered six months ago.

Your challenge is to constantly assess the local, national and international opportunities that are continually evolving for your company. Your success and revenue is highly dependent on responding to the new opportunities in the midst of present day economic disruption. ★