



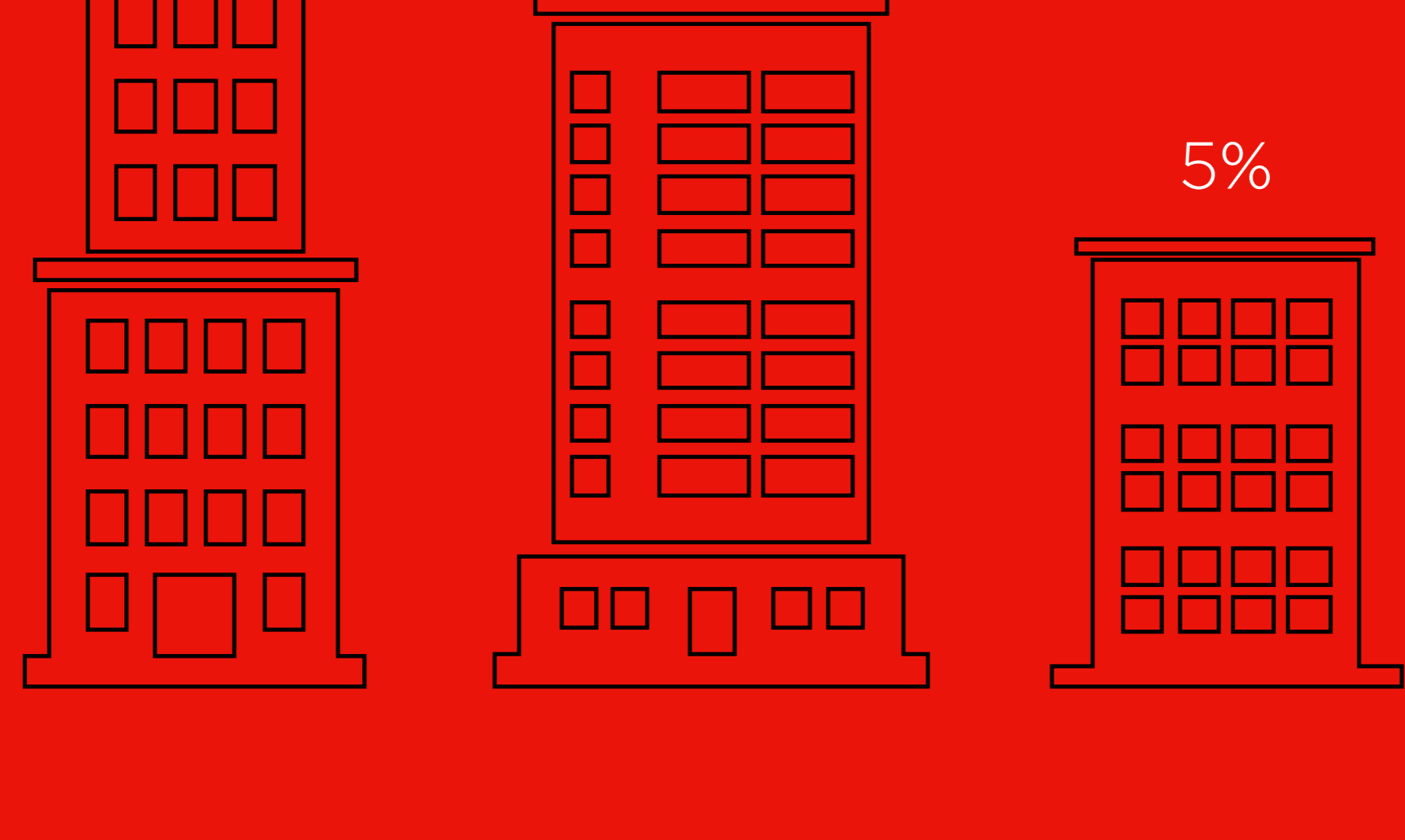
ZIPPING INTO THE FUTURE:

5 WAYS TO ENSURE YOUR BUSINESS IS FUTURE-PROOFED

Combining technology and user experience was the key to future-proofing Kérfoot Canopy Tours (KCT), a Minnesota-based zip-line company. By adding a social media component to their reservation engine and incentivizing employees to promote, the business turned customers and tour guides into salespeople, generating a 69% increase in riders in a single year. Zip through these five tips to learn how to future-proof your own business.

GET HORIZONTAL

Gone are the days of innovation-stifling hierarchies. Future-proofed SMBs inspire all employees by offering choice and encouraging open communication.



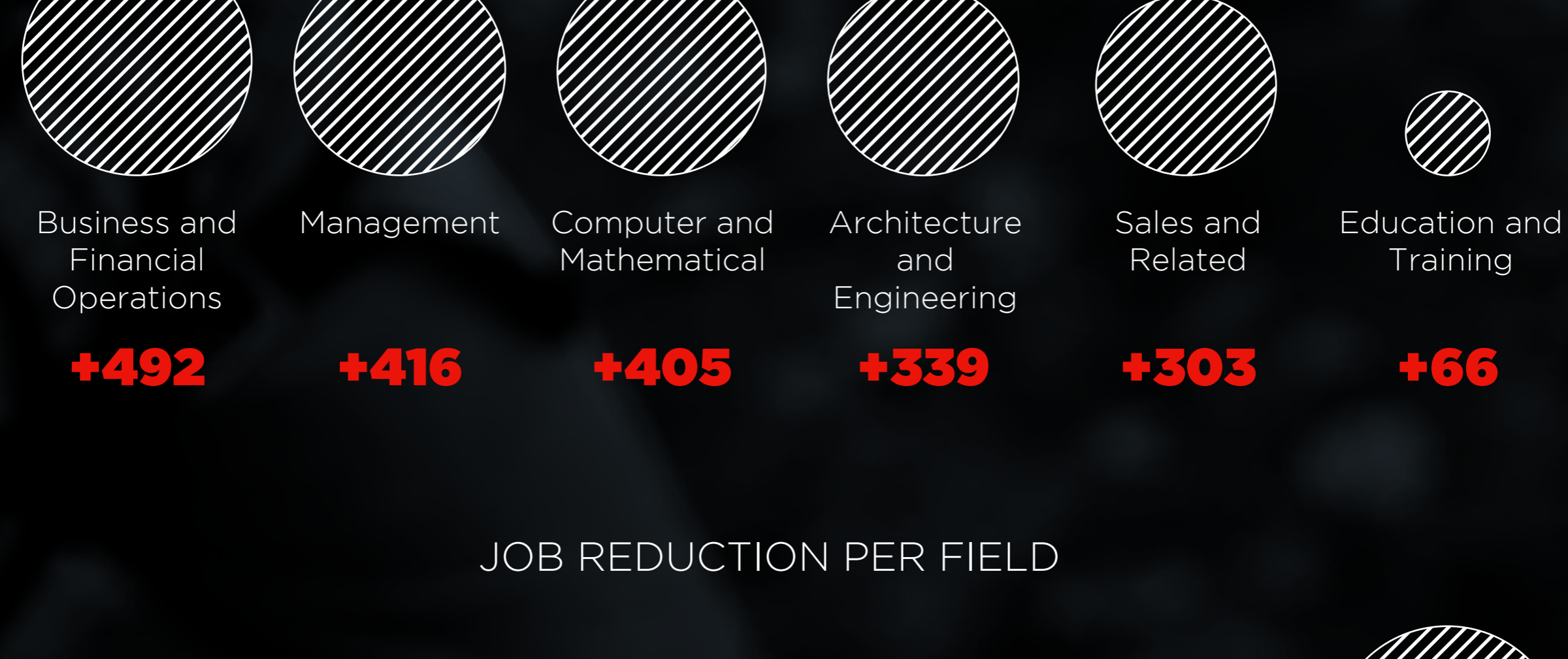
Employees who have choice in when, where, and how to work rank 10% higher in job satisfaction, 8% higher in innovation, and 5% higher in job performance.¹

ANTICIPATE TRENDS AND BENDS

Successful SMBs anticipate which products, services, and jobs are growing, and which are becoming obsolete.

Employment changes between 2015 and 2020 (in the thousands).²

JOB GROWTH PER FIELD



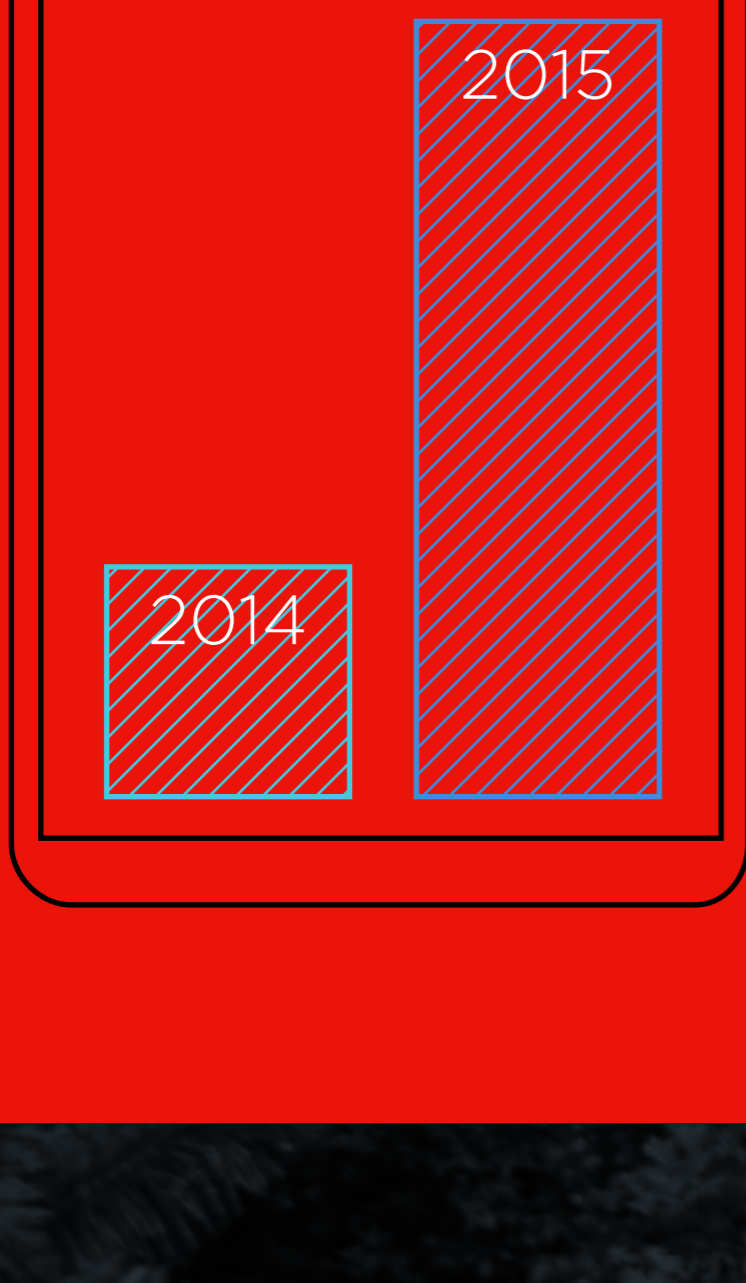
JOB REDUCTION PER FIELD



GO MOBILE, GO GLOBAL

In a borderless economy, future-proofed SMBs use mobile apps and mobile marketing to reach potential customers anywhere, anytime.

Global use of mobile apps grew 58% from 2014 to 2015.



Global usage of smartphones grew by 85% while usage of “phablets” (large-screened smartphones) grew by 334%.³

MAXIMIZE THE EXPERIENCE

Future-proofed SMBs go beyond selling to focus on the customer, creating experiences, soliciting feedback, and providing better service.

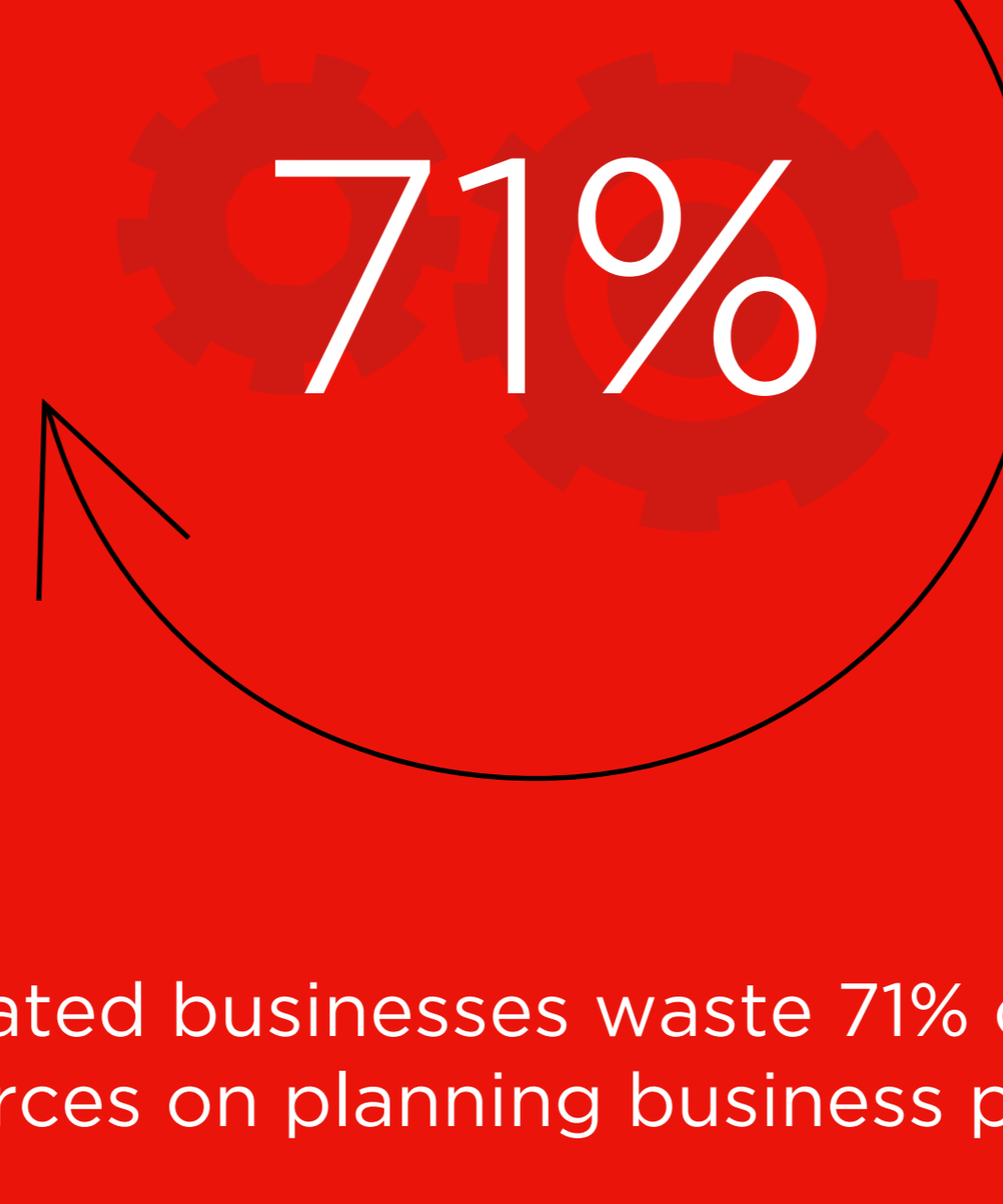
PERCEPTIONS OF CUSTOMER SERVICE



Although 80% of CEOs believe they offer superior customer service, only 8% of their customers agree.⁴

AUTOMATE IT

Business process automation (BPA) harnesses technology to automate specific work functions, cutting costs, improving performance, increasing speed, and enhancing the customer experience.⁵



Non-automated businesses waste 71% of their time and resources on planning business processes.⁶

POSITION YOURSELF FOR SUCCESS

In 1958, the average lifespan of a business was 61 years—today, it's 18 years. In business, as in life, the plans you make today make a difference in your future success. Adapt to the future, and watch your business grow.



Looking for even more ways to future-proof your business? The small business pros at Lenovo can help.

Get in touch with them at Lenovo.com/SMB.

¹<https://hbr.org/2014/01/employees-perform-better-when-they-can-control-their-space/>
²http://www3.weforum.org/docs/WEF_FOJ_Executive_Summary_Jobs.pdf
³<http://flurrymobile.tumblr.com/post/125677393029/statistics-2015>
⁴<http://www.clarabridge.com/10-powerful-customer-experience-stats-for-your-2015-business-planning/>
⁵<http://www.sitecut.co.uk/Services-Business-Process-Automation>
⁶<https://www.clarity-ventures.com/blog/article/1007/how-business-process-automation-ends-71-of-waste>

