



Re-Imagine Your Business, Re-Imagine Your Life

New foreword to SLINGSHOT book in response to the Covid-19 Crisis

I originally published Slingshot in 2011, and launched the accompanying Slingshot Framework in the same year. Even though much has changed since, the fundamental mindset presented by the book and its practical application brought to life by the framework are just as critical today. In fact, the Covid-19 crisis has made the core Slingshot concepts - re-imagining boundaries, creative transformation, and practical application of Blue Ocean Strategy - indispensable for any organization or individual looking to master the new normal.

Specifically, Slingshot provides you with the foundation for turning crisis into opportunity through the following steps:

1. View current crisis as a form of extreme disruption
2. Embrace 'perpetual crisis' mindset, understanding that disruption is constant
3. Harness creativity as your critical resource for finding new opportunities during and after this crisis
4. Adopt a process to systematically focus your creative thinking on what your target audience need and want the most - The Slingshot Framework
5. Use this process to identify new opportunities that require minimum resources, and keep your team engaged and motivated
6. Take advantage of the crisis to strengthen your customer relationships, community outreach, and to revitalize your value proposition



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Previously, the book has only been privately available. But because of its high relevance to navigating the post-Covid world, we are now offering public access to its e-version. Consistent with its theme, the book re-imagines traditional business books by featuring children illustrations and original music (accessible via the website). This transforms the content into an immersive reading experience that is both educational and fun.

I am pleased to say that the examples and stories in the book remain just as relatable, and of the eight case studies presented in the final chapter (Proof of the Pudding) as illustrations of the Slingshot principles in action, seven have stood the test of time. The only exception is Tata's Nano, which was launched in 2008 with the mission to create a new market space as the world's most affordable vehicle in India. Production of the Nano was discontinued in 2018 following disappointing results. As such, the Nano actually serves as a useful case study of getting the strategy right but execution wrong - both of which are necessary for success.

Finally, I would like to bring your attention to the symbolic significance of a slingshot. It is of course reminiscent of childhood playfulness, curiosity and imagination - which you still possess and can access as the highly powerful, abundant, and completely free fuel for the successful transformation of your company and your life. A slingshot is also associated with the creative weapon of choice that David used to beat Goliath in their fabled encounter, providing you with inspiration to master seemingly impossible challenges. And lastly, the mechanics of a slingshot is such that by pulling back against the elastic, you can launch a projectile far forward - similar to how a crisis temporarily pulls you back, but can then propel you to new heights of success. For all these reasons, a slingshot is the perfect symbol and the book the optimal guide for your current journey - to re-imagine your business and your life.

As Paul Romer, Nobel Prize-winning economist said, '*A crisis is a terrible thing to waste*'. With the right approach, you too have the power to turn adversity into triumph. Grab your slingshot, and make it happen!



Gabor George Burt

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