

Name: Giselle Leon / Course #: MKT 2300- 5465

Chapter Title: Simplicity

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Observing the company's collective energy allows you to focus on the agenda to eliminate unnecessary and ineffective processes, so you can develop the business strategically, rather than just using growth as a measure. By making everything as simple as possible, but not simpler by not giving the customers the best sales pitch. They are looking for solutions that will solve their problems. By making things simpler, the concept stands out more with a narrow focus, saving time with simple brand visual elements and guiding your audience to a destination with a simple message and design. Giving your company organizational simplicity and a human approach to reducing complexity will encourage them to embrace the power of radical simplicity. As a strategy, simplicity does not mean doing less; rather it means clearing away the clutter and reducing difficulties so that your people can focus on getting the right things done and be more effective throughout the process of producing a far greater return from their efforts.

Simplistic thinking can lead to safer plans, better communication, and easier execution by exposing the core value, as there are certain levels of faith required on your part. By placing this important element in its place, you can learn, rebuild, and measure. Explain things clearly and simply as yourself if there is a pencil solution to any issue; use effective time management as you challenge everything and don't stop at the first solution. Having a straightforward tool has helped many companies to become more focused on understanding one feature to be able to better understand its customer and optimize the solution it provides. The company is able to

design a simple pricing strategy focusing on the core feature and offering upgrades with extra benefits customers may want.

Simplicity is a minimalist's strongest trait; keeping life simple makes a virtuous life easier; practicing simplicity allows the virtues to rise to the surface. As more companies seek increased agility to pursue business models and keep pace with customer demands, the organizational complexity becomes higher. For instance, Apple Inc., a multinational technology company has a core value: "We believe in the simple, not the complex," in every aspect of the company, from the products to the operations to advertising and communities in simplicity. They focus on the customer's capacity of understanding you—which partly allows them to trust you. Simplicity helps leaders see what is important in a business. By speaking effectively, it eliminates the words and ideas that are not important. It enhances clarity in our perceptions and frees us from the diversions of desires as it effectively makes the leader's point.

The simplest way to achieve simplicity in a company is through thoughtful reduction, thus creating an organizational system to save time by having knowledge of your product, audience, and your competitors. Simplicity appeals to your hearts. We know intuitively that happiness is not found in owning more, but in the pursuit of our lasting passions. For example, our lack of clarity or simplicity leads us to decrease the focus on the customers who wanted more than what we could give them or had expectations different from ours. Narrowing the focus would eliminate clients who had come to expect "full service" by providing a clearer focus on internal and external, as you also focus on the rapid growth of the company. Blackberry, once hugely popular among businesses, strategized on positioning their products as both consumer and business goods. By taking advantage of the opportunity, you lose focus and sight of who you are and ultimately lose to competitors by not sticking to what you're good at. Blackberry failed

to compete with the consumer orientation of Apple and Android models; the company's competing version of the iPad flopped.