

FOR IMMEDIATE RELEASE

Don't think outside the box; destroy the box

Business leaders agree that success today requires a totally new business model

DALLAS (Nov. 3, 2009) – If businesses are going to survive in the emerging global marketplace, they can no longer settle for traditional creative strategies such as “thinking outside the box.”

“Companies must destroy the box,” says Kathy Robison, CEO and founder of YURU, (the guru is you), which provides coaching for business leaders on creativity and strategic development.

Robison recently returned from two national leadership conventions where she met with dozens of business leaders, all searching for ways to better position their companies for global success.

The consensus, says Robison, is that “companies must reinvent their business models if they hope to compete and grow. The old ways of doing business no longer work.”

At the Marcus Evans Chief Learning Officer Summit in Las Vegas, Robison met with chief learning officers who recognize the need for greater alignment between the management model and the business model.

“Many companies, particularly those that are larger and older, are completely misaligned in what they want from their employees and how their business model is structured,” said Robison.

Of course the big issue in today's economic climate, Robison found that the Vegas crowd was concerned with doing more with less. And that, she says, resonates with YURU's philosophy. “Productivity will increase and people will engage in natural leadership when their state of well-being is high and they are in environments that promote trust, passion and creativity,” she says.

At the World Business Forum, held at Radio City Music Hall in New York, Robison found a similar concern: Is there a better business model for success that also provides an environment where creativity and connectivity flourish?

Robison's counsel again focused on changing the rules of the game as opposed to being a better player.

“Competitive advantages in the near future will come more from revolutionary changes in management strategy than from other, more traditional sources such as efficiency and cost control, population growth and increases in standard of living,” said Robison.

[Bill George](#), a speaker at the World Business Forum, agreed with Robison, selecting her blog post on the event as one of the top 10 out of hundreds by other top business bloggers.

Read more on Robison's blog, <http://yuruinspires.com/index.php/blog/>.

About YURU.: YURU, (The Guru Is You) is a business coaching firm designed to help companies bring creativity back into the workplace and reconnect customers with employees. Launched in August of 2009, the company is dedicated to assisting business realize the full potential of their success through creative business strategies, executive coaching and leadership training. For more information, visit www.yuruinspires.com.

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