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Top 10
Prominent
BUSINESS COACHES
2025

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**HOW GOOGLE IS
SHAPING THE
DIGITAL LANDSCAPE**

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**BEYOND THE
BRIGHTS LIGHTS**

2025

MOHAMMED

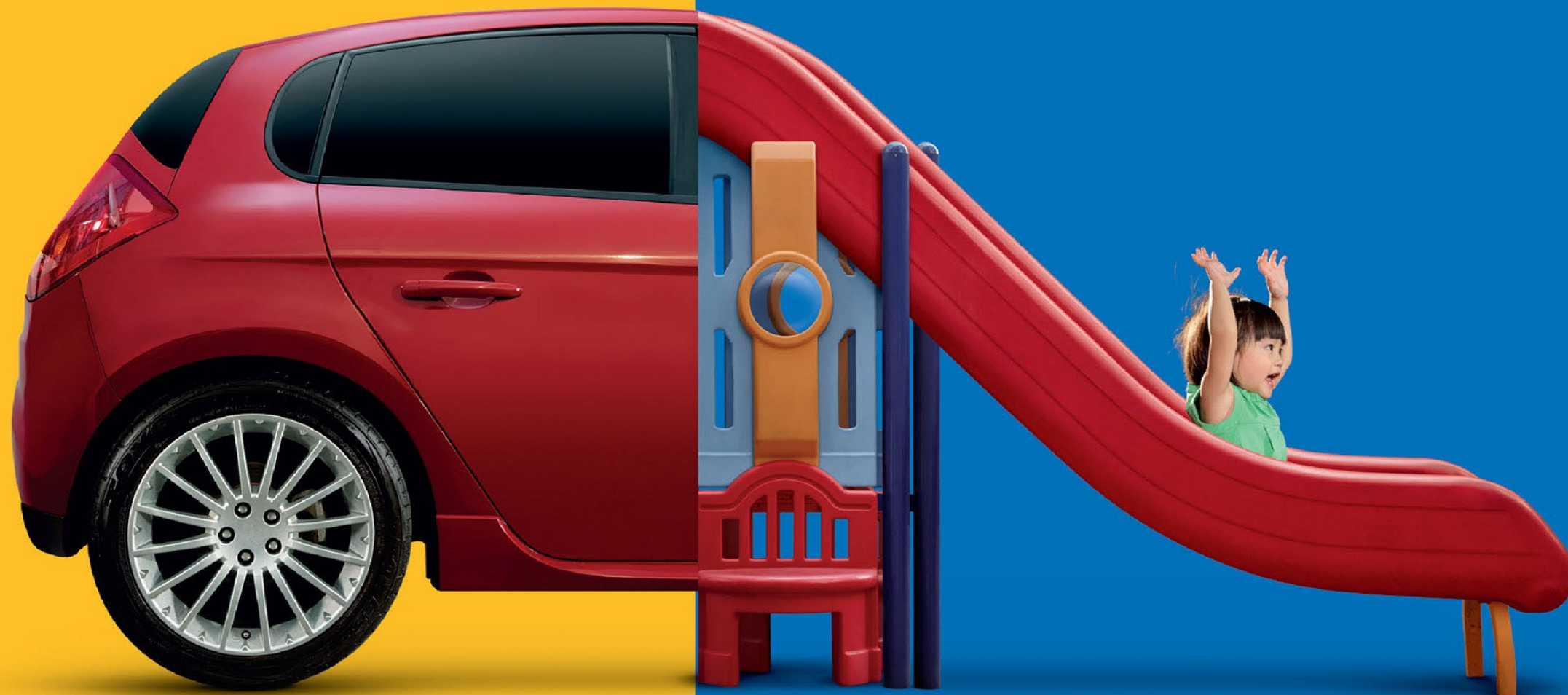
MUBIN

**BUSINESS COACH
& FOUNDER OF KIRAN SMART**

Mallik

**EMPOWERING GROWTH THROUGH
TRANSFORMATIONAL COACHING**

STRATEGIC & VISIONARY



A CLEANER ENGINE MEANS AN ENJOYABLE RIDE.



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for more responsive performance.

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From ^{THE} EDITOR'S

Success stories often remind us that even the most iconic achievements begin with a single, determined step. Take the story of Steve Jobs, who started Apple in a garage with a vision to make technology accessible and intuitive. Today, Apple is one of the most valuable companies in the world, transforming not just the tech industry but the way we live, work, and connect with each other. Stories like these teach us that innovation, perseverance, and a willingness to challenge the status quo are the driving forces behind meaningful progress.

Welcome to this special edition of our publication, where we shine a light on the visionaries, innovators, and changemakers who are shaping the future across various industries. In an era defined by rapid transformation and global connectivity, the role of those who bring new ideas and foster collaboration is more important than ever. Our mission has always been to highlight individuals whose work transcends borders, driving progress and inspiring others through their dedication and creativity.

At our core, we celebrate individuals who dare to innovate and make a difference in their respective fields, whether they are redefining technology, advancing sustainability, or fostering connections within the global community. This edition brings together stories of leaders who are pushing boundaries and exploring new ways of creating impact, offering a glimpse into the ideas and inspirations that fuel their journeys.

In these pages, you'll find insights and perspectives from those who understand that true progress comes from embracing change and seeking out opportunities for growth. These leaders show us that success isn't just about achieving milestones, but about building a legacy that empowers others to follow in their footsteps. Through their stories, we aim to provide our readers with a sense of possibility and a reminder that innovation and resilience are key to thriving in today's world.

At the heart of our publication is a commitment to providing content that not only informs but also inspires. We hope that this edition encourages you to think differently, to challenge the status quo, and to see the world through a lens of opportunity. Whether you are a seasoned professional or just starting on your journey, we believe that there is something in this issue for everyone—insights, inspiration, and a renewed sense of purpose.

Thank you for being a part of our community. We hope you enjoy this special edition and find within it the spark that ignites your next great idea.

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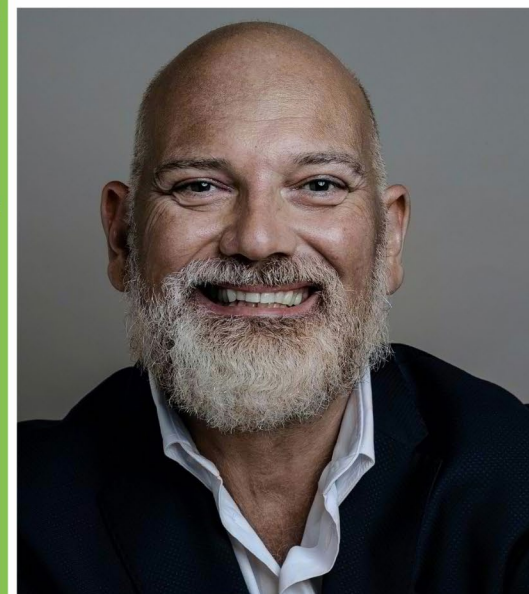
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Empowering Growth
Through
Transformational
Coaching

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MORE.

- SHAPING THE DIGITAL LANDSCAPE
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A portrait of Mohammed Mubin Mallick, a man with a grey beard and mustache, wearing a light blue shirt, a dark blue vest, and a dark tie with small red and white patterns. He is wearing a silver watch on his left wrist. The background is a blurred cityscape with lights.

MOHAMMED MUBIN MALICK
BUSINESS COACH &
FOUNDER OF KIRAN SMART

TOP 10 PROMINENT BUSINESS COACHES - 2025

COVER STORY

Strategic and Visionary

MOHAMMED

MUBIN

Mallick

*Empowering Growth Through
Transformational Coaching*

MOHAMMED MUBIN MALLICK'S

journey to becoming a business coach is rooted in his diverse experiences across multiple industries. His career began in the Information Technology sector at Kiran International Company, where he worked in various roles, primarily focusing on the hospitality industry. Over time, Mallick expanded his expertise into areas like sales, marketing, leadership, and business development.

In 2019, he took the entrepreneurial leap by founding Kiran Smart, a company offering innovative solutions in robotics, digital transformation, artificial intelligence, and other smart technologies across industries. It was through this entrepreneurial experience that he discovered his passion for coaching.

Reflecting on this transition, Mallick shared, "I realized that I was naturally drawn to helping people unlock their potential and improve their performance." As a certified business coach, he started helping individuals and business owners face their unique challenges and achieve meaningful growth. By blending his business acumen with his passion for coaching, Mallick has empowered countless entrepreneurs to realize their potential.

Mallick's inspiration to become a coach was heavily influenced by the impact of mentorship in his own life. Early in his career, he benefited from the guidance of mentors who helped him sharpen his skills and gain new perspectives on challenges. It was through these experiences that he recognized the transformative power of coaching.

He shared, "I wanted to pay that forward by helping others achieve breakthroughs in both their personal and professional lives." His father's advice also served as a guiding light: "Your success will be when you help others to get success in their Life." This philosophy resonated deeply with Mallick and reinforced his decision to pursue coaching as a career.

ESSENTIAL QUALITIES OF A SUCCESSFUL BUSINESS COACH

Mallick believes that successful business coaches must possess several key qualities. Empathy is, for him, the most important trait. Empathy helps build trust, which allows clients to feel comfortable being open about their challenges and fears.

Another essential quality is active listening. "It's not just about hearing the words clients say, but truly understanding their underlying needs, fears, and aspirations," Mallick noted. This allows a coach to guide clients toward the solutions they might not have initially considered.

"A great coach needs to be able to understand the emotional and psychological challenges their clients face."

Adaptability and patience also play crucial roles in his coaching style. Since every client is different, being able to tailor his approach to suit the specific needs of each individual is key. "Coaching is often a long-term process, and the path to success can be filled with setbacks, detours, and slow progress," Mallick acknowledged.

Finally, accountability plays a vital role in his work. He holds his clients accountable for their goals and actions, while also modeling accountability by being reliable and committed to his own growth.

A CUSTOMIZED APPROACH TO COACHING FOR DIFFERENT INDUSTRIES

One of the standout aspects of Mallick's coaching methodology is his ability to tailor his approach to different industries and client needs. Whether working with a small service-based business or a technology startup, Mallick's coaching adapts to the specific challenges and dynamics of each industry.

He emphasized, "I always begin by conducting a deep-dive discovery phase where I get to know not just the business model, but the client's vision, values, and the specific obstacles they're facing." This personalized approach ensures that his coaching is not only relevant but also actionable.

Mallick's ability to understand industry-specific challenges, from tech innovation cycles to client retention in service-based businesses, allows him to provide relevant guidance. He also tailors his approach to each client's personal strengths and weaknesses, ensuring that the coaching process is as effective as possible.



A STRATEGIC APPROACH TO GROWTH

During a coaching session, I focus on a few core areas that I believe are essential for driving meaningful progress, both for the business and the individual. These areas typically include:

Goal Clarification & Alignment: At the start of a coaching session, I always make sure we're crystal clear on the goals we're working toward. Whether it's scaling the business, improving leadership skills, or refining marketing strategies, it's important to ensure that the client's personal and professional objectives are aligned. This helps keep the session focused and ensures that the strategies we discuss are in line with their broader vision.

Strategic Planning & Problem-Solving: A significant portion of the session is spent on strategy. This could involve identifying key challenges, developing action plans, or breaking down large goals into actionable steps. I work with clients to examine their current business strategies, diagnose issues, and brainstorm solutions. It's all about creating practical and achievable plans that can move the needle forward.

Mindset & Emotional Support: Often, the biggest obstacle to growth isn't a lack of strategy—it's mindset. During our sessions, I help clients address limiting beliefs, build confidence, and overcome fear or self-doubt. Whether they're struggling with imposter syndrome, decision paralysis, or burnout, we work together to reframe challenges and develop a more resilient, growth-oriented mindset.

Accountability: I always check in on progress from previous sessions to ensure accountability. What actions have been taken since our last meeting? What worked, and what didn't? This part of the session is about reinforcing commitment, addressing any

roadblocks, and making sure the client stays on track to reach their goals.

Leadership Development: Whether the client is an entrepreneur, manager, or coach themselves, leadership is often a key area of focus. I help clients sharpen their leadership skills, from communication to decision-making and team management. We might dive into emotional intelligence, delegation, and conflict resolution—depending on what's most relevant to their current situation.

Work-Life Balance & Personal Growth: Running a business can take a toll on personal well-being, so I always encourage clients to find balance between their professional and personal lives. I help them establish boundaries, manage stress, and develop practices that support overall well-being.



A healthy, balanced mindset is often the key to sustaining long-term business success.

Throughout the session, I use a mix of listening, questioning, and sharing insights to guide the conversation. My role is to challenge my clients, offer different perspectives, and provide the tools they need to move forward. The goal is always to ensure that they leave each session with more clarity, a clearer action plan, and the confidence to take the next steps.

MEASURING THE SUCCESS OF COACHING ENGAGEMENTS

For Mohammed, success in coaching engagements is a dynamic concept, shaped by the unique goals and aspirations of each client. He assesses progress through a combination of qualitative and quantitative metrics, ensuring a comprehensive understanding of growth.

Achievement of Set Goals

Mohammed believes that clear, measurable goals are fundamental to success. At the outset of coaching, he works closely with clients to define concrete objectives—whether it's increasing revenue, improving efficiency, or scaling operations. Regular check-ins allow both him and the client to assess their progress and celebrate milestones along the way.

Client Confidence and Decision-Making

A crucial indicator of success, according to Mohammed, is the development of client confidence in decision-making. As clients work through coaching, they should feel empowered to trust their instincts, make informed decisions, and approach challenges with clarity.

When clients exhibit bold decision-making and a stronger self-belief, it confirms that the coaching process is on track.

Behavioral and Mindset Shifts

While business metrics are essential, Mallick recognizes that personal transformation plays a pivotal role in long-term success. Over time, shifts in mindset—like overcoming limiting beliefs and building resilience—can have a profound impact. These changes, though subtle, lead to a more positive and growth-oriented approach, directly influencing both personal and professional success.

Client Satisfaction and Feedback

Client feedback is another key metric. Mallick encourages open communication to gauge how clients feel about the coaching process and whether they see tangible results. Positive client feedback—especially reports of increased confidence and clarity—signals a successful coaching relationship.

Business Growth and Tangible Outcomes

For clients seeking measurable business outcomes, Mallick tracks key business metrics, such as revenue, retention, and operational efficiency. These quantifiable results confirm the effectiveness of the coaching engagement in driving business success.

Sustainability of Results

A hallmark of successful coaching is whether clients can maintain and build on the progress made. Mallick stays in touch with clients after the engagement to see if they continue to implement the strategies discussed. The ability to sustain growth and independently navigate challenges is a powerful testament to the long-term impact of his coaching.

A BUSINESS TRANSFORMATION SUCCESS STORY

One of the standout examples of Mallick’s coaching success comes from a small business owner in the wellness industry. Initially, the business was struggling with low client retention and inconsistent revenue. The owner lacked a clear strategy for growth and was overwhelmed by daily operations.

Step 1: Goal Setting & Clarity

Mallick and the client focused on defining specific, actionable goals—improving client retention, revising the pricing strategy, and establishing a stronger online presence. Together, they worked to clarify the business’s value proposition and messaging, ensuring it resonated with potential clients.

Step 2: Strategy Development & Mindset Shift

With goals in place, Mallick helped the client develop a sustainable business model. This included introducing a tiered pricing structure and crafting a content marketing strategy to build authority in their niche. Alongside the business strategies, Mallick worked on overcoming the client’s mindset barriers, particularly their discomfort with self-promotion.

Step 3: Execution & Accountability

Implementation was key. Mallick ensured the client was held accountable for executing the strategies, tracking progress weekly and making adjustments when necessary. The business owner not only followed through on the plan but also gained a deeper understanding of the strategic choices needed for long-term growth.

Results:

By the end of their six-month engagement, the

business saw a 35% increase in client retention, a 50% rise in revenue, and significant growth in social media followers. Most importantly, the owner felt empowered to scale the business independently, with confidence in their ability to make informed decisions.

This success story demonstrates how combining practical strategies with mindset coaching can lead to lasting, sustainable transformations. It’s not just about reaching business milestones—it’s about empowering clients to shape their success and own their journey.

KEEPING UP WITH THE LATEST TRENDS AND METHODOLOGIES

To ensure his clients receive the best possible support, Mallick stays on top of the latest trends in business coaching. He employs a multi-faceted approach to personal and professional development:

Continuous Education & Certification

Mallick prioritizes ongoing learning, attending workshops and obtaining relevant certifications to stay updated with new methodologies. Recently, he completed training in leadership development and emotional intelligence, which helps him better serve clients with specific needs.

Industry Research & Reading

Staying informed about the latest trends in business is essential. Mallick reads books, articles, and case studies from thought leaders in business strategy and coaching, integrating fresh ideas into his practice.

Networking & Mentorship

Mallick actively engages with other professionals in



the coaching field, attending conferences and exchanging insights. He also invests in his own mentorship, ensuring that he remains sharp and able to provide cutting-edge strategies to his clients.

Client Feedback & Market Trends

Listening closely to his clients allows Mallick to adapt his coaching methods to emerging business trends. For instance, as more businesses embrace AI and automation, he incorporates these topics into his sessions.

Experimentation & Reflection

Mallick is committed to testing new coaching frameworks and reflecting on their effectiveness. By closely monitoring client outcomes, he ensures that his methods align with the latest industry best practices.

“It’s important to stay agile and adaptable, which is why I am committed to a lifelong learning approach. By continuously improving my own skills and staying informed about the latest trends, I can provide my clients with cutting-edge strategies and the best possible support in reaching their goals.”

HELPING CLIENTS OVERCOME RESISTANCE TO CHANGE

A common challenge Mallick faces in coaching is resistance to change. He addresses this by using a variety of strategies that combine empathy, clarity, and strategic action:

Building Trust and Rapport

Mallick emphasizes the importance of building a strong, trusting relationship with clients. By understanding their values and concerns, he creates a safe environment for open discussions about change.

Clarifying the ‘Why’ Behind Change

He helps clients understand the purpose of change, linking it directly to their personal and business goals. When clients see the bigger picture, they’re more likely to embrace change.

Addressing Fears and Limiting Beliefs

Through mindset coaching, Mallick helps clients reframe limiting beliefs and view change as an opportunity for growth rather than a threat.

Small, Incremental Changes

Mallick recommends taking small steps to reduce overwhelm. As clients achieve early wins, they gain confidence and become more comfortable with change.

Empathy and Active Listening

By listening actively to his clients' concerns, Mallick is able to understand the root causes of their resistance and address them effectively.

Involving Clients in the Process

Mallick believes in empowering clients to take ownership of the change process. This collaborative approach makes clients more invested in the outcome.

Celebrating Progress and Wins

Mallick celebrates even small successes to boost motivation and reinforce the belief that change is rewarding. This helps build momentum and encourages clients to continue their journey of growth.



IDENTIFYING STRENGTHS AND AREAS FOR IMPROVEMENT

A key element of effective coaching is understanding where a client excels and where they need further growth. Mallick employs a comprehensive process that involves several techniques to ensure his feedback is both accurate and actionable.

He begins by establishing a clear understanding of his client’s goals:

"At the beginning of our coaching relationship, I start with an in-depth discovery process. I ask my clients to reflect on their current business or personal situation, as well as their vision and goals."

This initial conversation helps Mallick assess the client’s self-perception, which he then compares to their actual performance. Further self-reflection tools such as the StrengthsFinder or DISC assessments guide clients in understanding their motivations, strengths, and tendencies.

Mallick also values external feedback:

"For clients in leadership positions, I encourage 360-degree feedback from colleagues, employees, or clients. This provides a more holistic view of the client’s strengths and areas for growth."

Additionally, Mallick uses behavioral observations during coaching sessions to identify critical patterns in decision-making, stress management, and problem-solving, ensuring a well-rounded approach.

THE POWER OF MINDSET IN BUSINESS SUCCESS

A business leader’s mindset profoundly influences their ability to overcome challenges and achieve growth. Mallick emphasizes that a growth-oriented mindset is fundamental to business success.

He explains how mindset impacts business resilience:

"Business ownership and leadership come with inevitable setbacks... A growth mindset fosters resilience and encourages learning from failures."

The ability to bounce back from failures and the willingness to innovate are pivotal in fostering long-term success. Mallick helps his clients embrace calculated risks, which is essential in an ever-evolving business environment.

Confidence and decision-making are also deeply connected to mindset. Mallick addresses how clients with a fixed mindset often struggle with indecision, whereas those with a growth mindset act decisively. He shares that leaders must also project this positive mindset to influence their teams:

"A positive, collaborative mindset can create a culture of innovation, accountability, and trust."

ADDRESSING MINDSET CHALLENGES WITH CLIENTS

Mallick takes a proactive approach in reshaping his clients’ mindsets by identifying and challenging limiting beliefs. He helps clients break free from beliefs like "I’m not good enough" and reframes them for empowerment.

To shift from a fixed mindset to a growth mindset, he uses real-life examples of successful entrepreneurs and leaders who have overcome adversity. He encourages clients to view challenges not as failures, but as opportunities for growth, promoting a healthy relationship with failure.

"I help clients understand that they don’t have to be perfect to succeed."

Mindset exercises, including visualization techniques and affirmations, are also part of his toolkit to help clients strengthen mental resilience and develop a positive outlook. Mallick encourages a supportive environment to further reinforce these mindset shifts.



THE REWARDS OF BUSINESS COACHING

The most fulfilling part of coaching, according to Mallick, is witnessing the personal and professional transformations of his clients. As they achieve their goals, Mallick feels immense pride and satisfaction in their journey.

He reflects on the broader impact of his work:

"Many times, clients experience improvements in their personal lives as well... They become more confident in their decision-making, learn how to balance work and life more effectively, and build stronger relationships."

Mallick sees his role as not just helping clients scale their businesses, but also guiding them toward greater self-awareness and fulfillment. These transformations—often marked by breakthrough moments—are what make his work truly rewarding.

“We have successfully started MCA (MCube Coaching Academy) where we have many coaches of different fields and serving the market globally. On the other hand our Academy too provide coaching certification as well whoever wants to become a coach in their life,” Mallick shared.

HANDLING SITUATIONS WHERE A CLIENT ISN’T MAKING PROGRESS

When a client isn’t making progress, I start by revisiting their goals to ensure they’re still relevant and aligned. I then explore any internal barriers, such as fear or self-doubt, that might be hindering progress and work with the client to overcome them. Next, I assess the action plans and ensure they’re realistic, breaking down tasks into manageable steps if necessary. Accountability and support are key, so I strengthen check-ins and provide additional resources when needed. I also consider any external challenges, like market conditions or personal struggles, and adapt strategies accordingly. It's important to reflect on the coaching relationship, ensuring the approach is resonating with the client and adjusting if needed. Throughout the process, I encourage patience, reminding clients that setbacks are part of the journey.



ADVICE FOR THOSE CONSIDERING HIRING A BUSINESS COACH

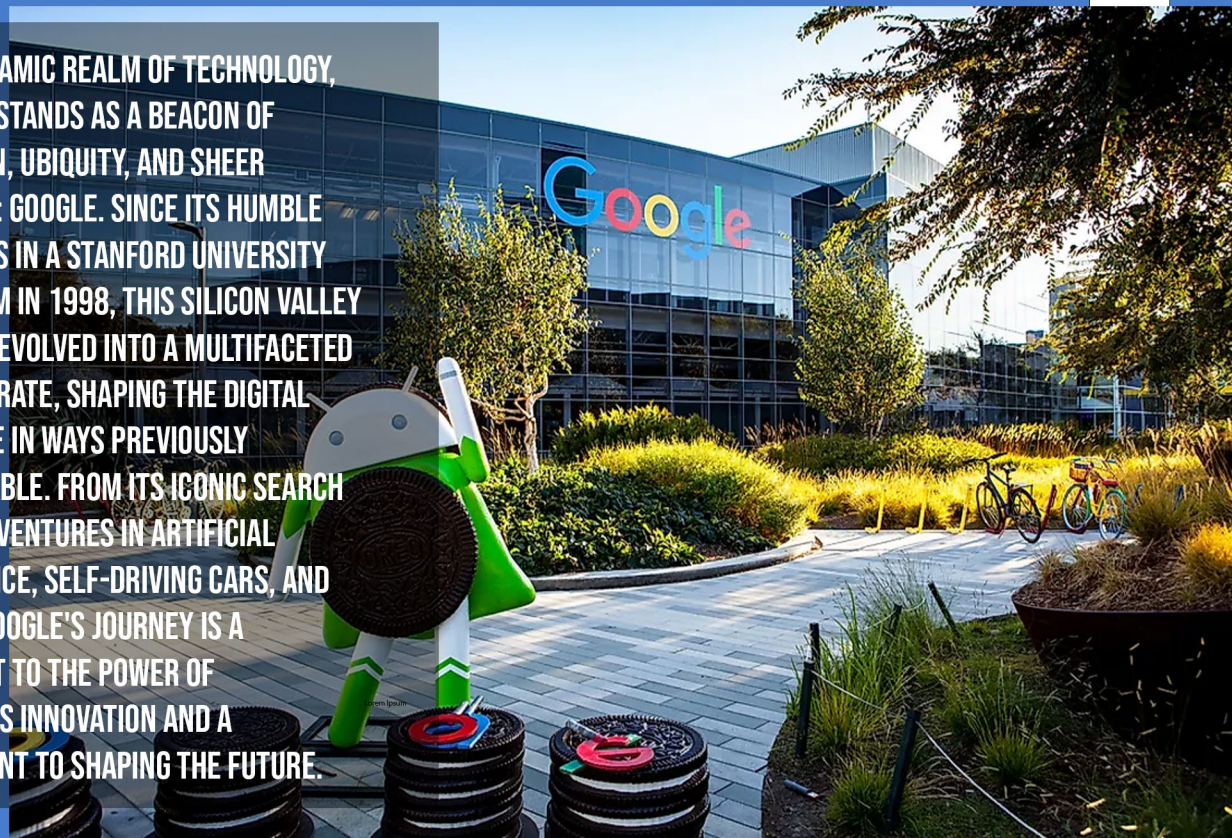
When hiring a business coach, it’s important to first clarify your goals to ensure the coach’s expertise aligns with your needs. Finding the right fit is crucial, so look for a coach whose style and values resonate with you. You should assess their track record through testimonials or case studies to ensure they’ve helped clients achieve similar goals. Understanding the coaching process and setting clear expectations will ensure a smooth partnership. Be prepared for personal and professional growth, and commit to the process, as progress can take time. Lastly, evaluate the return on investment, considering how the coaching relationship will benefit your business and personal development in the long run.

HUMBLE BEGINNINGS EVOLVED INTO A MULTIFACETED CONGLOMERATE



HOW GOOGLE IS
SHAPING THE DIGITAL
LANDSCAPE

IN THE DYNAMIC REALM OF TECHNOLOGY, ONE NAME STANDS AS A BEACON OF INNOVATION, UBIQUITY, AND SHEER INFLUENCE: GOOGLE. SINCE ITS HUMBLE BEGINNINGS IN A STANFORD UNIVERSITY DORM ROOM IN 1998, THIS SILICON VALLEY GIANT HAS EVOLVED INTO A MULTIFACETED CONGLOMERATE, SHAPING THE DIGITAL LANDSCAPE IN WAYS PREVIOUSLY UNIMAGINABLE. FROM ITS ICONIC SEARCH ENGINE TO VENTURES IN ARTIFICIAL INTELLIGENCE, SELF-DRIVING CARS, AND BEYOND, GOOGLE'S JOURNEY IS A TESTAMENT TO THE POWER OF RELENTLESS INNOVATION AND A COMMITMENT TO SHAPING THE FUTURE.



The Genesis of a Tech Titan

Google was born out of the minds of Larry Page and Sergey Brin, two Stanford Ph.D. students with a vision to organize the world's information and make it universally accessible and useful. What started as a simple yet revolutionary search engine quickly became a global phenomenon, redefining how we navigate the vast expanse of the internet.

While search remains at the core of Google's identity, the company has expanded its horizons far beyond its original scope. Google's ecosystem now encompasses a myriad of products and services.

Innovation at the Core

What sets Google apart is its unwavering commitment to innovation. The company's famed "20% time" policy, allowing employees to dedicate a fifth of their workweek to pursue passion projects, has birthed some of its most groundbreaking initiatives. From Google Photos to self-driving cars under the subsidiary Waymo, this culture of experimentation fuels Google's relentless drive to push the boundaries of what's possible.

Ethical Dilemmas

However, Google's ascent to tech supremacy has not been without its challenges. The company has faced intense scrutiny over privacy concerns, antitrust allegations, and accusations of monopolistic practices. Critics argue that

Google's dominance in areas such as online advertising grants it undue influence over digital markets, raising questions about competition and consumer choice.

Looking Ahead

As Google charts its course for the future, it faces a myriad of opportunities and challenges. The rise of artificial intelligence, the proliferation of data-driven technologies, and the ethical implications of innovation loom large on the horizon. Additionally, navigating an increasingly complex regulatory landscape presents a formidable task for the company's leadership.

Big Achievements

Google has achieved numerous milestones since its inception in 1998. Some of its notable achievements include:

Search Engine Dominance

Google has become synonymous with internet search, holding the lion's share of the global search market. Its search algorithms continuously evolve to provide more relevant and accurate results to users.

Advertising Platform

Google's advertising platform, Google Ads (formerly known as Google AdWords), revolutionized online advertising by providing a highly targeted and efficient way for businesses to reach their audiences. It generates a significant portion of Google's revenue.





Google Maps

Android Operating System

Google acquired Android Inc. in 2005 and developed it into the world's most popular mobile operating system. Android powers billions of smartphones and other devices globally.

Gmail

Introduced in 2004, Gmail disrupted the email industry with its innovative

features, large storage capacity, and intuitive interface. It quickly became one of the most widely used email services worldwide.

Launched in 2005, Google Maps revolutionized navigation and location-based services. It provides detailed maps, real-time traffic information, street view imagery, and even indoor maps for various locations.



YouTube

Acquired by Google in 2006, YouTube has grown into the largest online video platform globally. It enables users to upload, share, and view a vast array of videos, ranging from entertainment to educational content.

Google Chrome

Released in 2008, Google Chrome rapidly gained popularity as a fast, secure, and user-friendly web browser. It became the dominant browser globally, surpassing competitors like Internet Explorer and Firefox.

Google Cloud Platform

Google's cloud computing services, launched in 2008, offer a wide range of infrastructure and platform services, including computing power, storage, and machine learning capabilities, competing with industry giants like Amazon Web Services and Microsoft Azure.

Pixel

Google's foray into hardware, including smartphones, laptops, and smart home devices, exemplifies its commitment to seamless integration and user experience.

A portrait of Casimiro da Silva Santos, a middle-aged man with a full grey beard and balding head, wearing a dark suit jacket over a white shirt. He is sitting with his hands clasped in front of him, looking directly at the camera with a serious expression. The background is a dark, solid color.

CASIMIRO DA SILVA SANTOS
FOUNDER AND CEO | BRING THE BEST, ACTIONCOACH SUL DO TEJO

Coach Cas

EMPOWERING BUSINESS EXCELLENCE WITH
EXPERT COACHING

In an age riddled with business buzzwords and lauded entrepreneurial success stories, the transformation of a seasoned corporate executive into a solopreneur remains a narrative less frequently explored. We often see startup gurus who birth unicorns from garages or the high-performance culture of venture-backed innovators. The latter-day icon of the 'solopreneur' has typically been associated with the digital nomad, relentlessly carving their niche within a cramped coffeeshop or a coworking space that feels like home. But what about the executives who walk away from the C-suite to forge their path, unassisted by silicon valley visions or angel investors?

Casimiro Da Silva Santos also known as Coach Cas in the Industry, Founder and CEO of Bring the Best, ActionCOACH Sul Do Tejo is not just an average 'solopreneur,' avoiding the ordinary career pivot but he is a tale woven with the golden threads of reinvention, personal exploration, and an unbridled commitment to something more significant than just a profitable enterprise — it's a commitment to purpose.

Casimiro's path from being a seasoned executive in some of the world's top blue-chip companies to a solopreneur running his coaching consultation service is both inspiring and enlightening. His academic prowess with an MSc in Chemical Engineering and an Executive MBA engineered a career in the water and process treatment market firms like Nalco, Ecolab, Kemira, and Buckman. There, his roles evolved from a sales engineer to a Global Program Manager and eventually a Commercial Director, traversing the globe from The Netherlands, South Africa, Italy and China, accumulating over a quarter-century of industry experience.

In 2022, Casimiro stepped away from the corporate ladder to dismantle the scarcity in people's lives and build a brand based on the abundance he had learned, lived, and delivered. His company, Bring The Best/ActionCOACH Sul do Tejo, was born with a mission to share a profound wealth of experience aimed at creating abundance in the professional world.

ELEVATING THE BUSINESS AND COACHING DOMAIN

Grounded in a vision to lead a coaching practice that is as authentic as it is impactful, Casimiro's enterprise offers services spanning Business, Leadership, Executive, and Team Performance coaching. What sets his service apart from the sea of competitors is his deeply human approach. This is not just a coaching business; it is a beacon of empathy and authenticity where each client is guided through the turbulence of their professional endeavors with an unwavering, but compassionate, hand.

The authenticity is further underscored by the rigorous accreditation from International Coach Federation (ICF) and European Mentoring And Coaching Council (EMCC), elevating the caliber of his service to a standard unmatched in conventional business coaching spheres.

The unique approach he incorporates stands at the cornerstones of mentoring, coaching, and consulting, allowing him to tailor his services with precision and



compassion. This trifecta approach speaks from the depths of his corporate career experience, where he has weathered storms and celebrated triumphs that are now at the disposal of every client who seeks his guidance. He aims to touch the lives of 720 individuals within his niche domain by the year 2027, leaving an indelible imprint on each life he acquaints with his expertise.

of many self-proclaimed coaches and diminishes the value of in-person interaction and the insights it yields, compared with the burgeoning AI and coaching platforms. Although these seem daunting, they are merely catalysts fueling Casimiro's strategic vision. His strategic seeds are sown through unwavering commitment and incremental yet profound steps towards

him, while the 3rd year looks to solidify the enterprise's stature with these objectives. His long-term vision is palpably inspiring and ensures that every member is not only aware but vested in realizing the company's overarching mission.

LEADING WITH STRENGTH AND STYLE

The Make-or-Break element in any business is its leadership, and Casimiro embodies this with a rare mix of strength, expertise, and emotional intelligence. The brand identity he carries as an ActionCOACH franchise, coupled with his own distinguished background, creates a unique proposition. His empathetic approach to leadership is predicated on the belief that compassion embodies action far more effectively than any demonstration of vulnerability. This brand of leadership not only resonates with the team but is a fundamental reason that cascades down to other layers of the organization.

PRODUCT STRATEGY AND THE CUSTOMER CONNECTION

For Casimiro, customer connection is not a strategy, but an ethos. He ensures the highest level of customer satisfaction by establishing a direct conduit with his clients, post-coaching. This feedback loop not only enhances the service provided but also drives strategic pivots within the company that are rooted in the response from the very people it serves. It is a testament to his commitment to customer value, where each interaction is an opportunity to refine and redefine the business's direction and service delivery.



OVERCOMING INDUSTRY CHALLENGES AND PLANTING STRATEGIC SEEDS

The domain of coaching, however, is not without its challenges. One of the prime hurdles he faces is the lack of regulation within the coaching community in Portugal. This absence calls into question the credibility

his business goals.

A 5-year roadmap envisages a €250,000 business supported by 3 proficient coaches partnering alongside

“MY EMPATHY AND EASE OF CONNECTING WITH PEOPLE AND ESTABLISHING TRUSTING RELATIONSHIPS ARE KEY TO MY BUSINESS PRACTICE AND ETHICS.”

”

CASIMIRO DA SILVA

Weathering the Storms

Every entrepreneur is well-versed with the storms that come their way. What sets Casimiro apart is his profound understanding of the dichotomy of risk-taking. The most significant risk he took was to believe in himself at a time when it seemed more comfortable to regress into the safety of a corporate role. Today, his venture not only stands as a testament to that belief but has become the fulcrum that supports many others to take the plunge in their own entrepreneurial quests.

CURATING A LANDSCAPE FOR GROWTH

The entrepreneurial savannah is often noted for its potential for growth. For Casimiro, this growth is not just a numerical summation; it is a landscape that needs to be meticulously cultivated and curated. To ensure this, he subscribes to a regimen of reading, journaling, and planning rooted in the principles of Stoicism, a discipline that not only steers his path forward but solidifies the groundwork for an organization that has growth etched in its very core.

INSPIRING THE NEXT GENERATION

In the sprawling narrative of his business, what reverberates most profoundly is the advice he unreservedly shares for the aspiring businesspersons. It transcends the rhetoric of readiness; it underscores the power of action. His words echo a crystal-clear refrain; the right time is not something on a distant clock face of a looming future; it is now, in this very moment, to take that stride and begin the pursuit of entrepreneurial dreams.

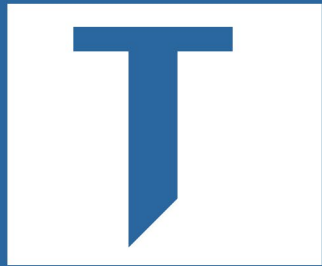
In conclusion, Casimiro is not just the solopreneur who stepped into the world of coaching; he is the embodiment of transformation, a herald of change, and a guide walking the talk of prosperity and growth for individuals and businesses alike. His story is not just about an executive who became a solopreneur; it is a narrative of courage, resilience, and the relentless pursuit of abundance, a story that propels not just his business but the very essence of entrepreneurship itself.

For every entrepreneur out there, in the words of Casimiro, remember,

"You will never be ready to start up, so instead of dwelling on when you should start, start!."

It is not just a call to action but a mandate for a thriving, entrepreneurial ecosystem that the world needs now more than ever.





Tokyo, the bustling heart of Japan, is a city like no other. Stepping into its embrace, one is enveloped in a whirlwind of sights, sounds, and sensations, where tradition seamlessly merges with modernity. From the tranquil gardens of Meiji Shrine to the neon-lit streets of Shibuya, Tokyo is a captivating blend of old-world charm and cutting-edge innovation. In this article, we delve into the multifaceted layers of Tokyo, uncovering its cultural treasures, culinary delights, and dynamic spirit.

Tokyo: A City of Contrasts

At first glance, Tokyo appears as a sprawling concrete jungle, with skyscrapers reaching for the clouds and a maze of streets teeming with life. Yet, beneath its glossy surface lies a city brimming with contrasts. Historic temples and shrines stand in harmony with sleek high-rises, while serene parks offer respite from the urban bustle. As the sun sets, Tokyo transforms into a kaleidoscope of lights, with neon signs illuminating the night sky and bustling nightlife districts coming to life.

Unraveling Tokyo's Cultural Heritage

Tokyo is a treasure trove of cultural wonders, where ancient traditions intersect with contemporary

lifestyles. Visitors can immerse themselves in the rich tapestry of Japanese history at sites such as the Senso-ji Temple in Asakusa, the oldest temple in Tokyo, or the majestic Tokyo Imperial Palace, home to the Japanese Emperor. For a glimpse into Japan's feudal past, a visit to the Edo-Tokyo Museum offers insight into the city's evolution from a small fishing village to a global metropolis.

Technology and Innovation

As a global hub of innovation, Tokyo pulsates with a relentless energy driven by technology and creativity. From the futuristic skyline of the Odaiba district to the bustling electronics mecca of Akihabara, Tokyo is at the forefront of cutting-edge advancements. Robotics, virtual reality, and futuristic architecture coalesce to create a cityscape that is both awe-inspiring and forward-thinking. Tokyo's Shibuya Crossing, often touted as the world's busiest pedestrian crossing, epitomizes the city's dynamic spirit, where tradition meets innovation in a symphony of movement.

Gastronomic Delights

No exploration of Tokyo would be complete without savoring its delectable cuisine. From humble street stalls to Michelin-starred restaurants, Tokyo offers a gastronomic adventure like no other. Indulge in the art of sushi-making at Tsukiji Fish Market, sample savory ramen in the back alleys of Shinjuku, or experience the ancient tradition of

kaiseki dining in the upscale neighborhoods of Ginza. With its unparalleled culinary diversity and dedication to quality, Tokyo has rightfully earned its place as one of the world's culinary capitals.

Tokyo, with its vibrant tapestry of culture, technology, and culinary delights, offers a sensory feast for the intrepid traveler. From the tranquility of ancient temples to the pulsating energy of modern urban life, Tokyo captivates with its contrasts and complexities.

Whether wandering through historic neighborhoods or marveling at futuristic skyscrapers, every corner of Tokyo reveals a new facet of its enigmatic charm. Embrace the essence of this dynamic metropolis, and embark on a journey of discovery through the heart and soul of Japan's capital city.



Urban Oasis

Amidst the urban hustle and bustle, Tokyo boasts an abundance of green spaces where visitors can escape the frenetic pace of city life. The tranquil gardens of Meiji Shrine provide a serene sanctuary in the heart of Shibuya, while the cherry blossom-lined pathways of Ueno Park offer a picturesque backdrop for leisurely strolls. For panoramic views of the city skyline, a visit to the lush grounds of Shinjuku Gyoen National Garden is a must, especially during the vibrant hues of spring or autumn foliage.

Exploring Tokyo can be both exhilarating and overwhelming, especially for first-time visitors. To make the most of your time in the city, consider investing in a Japan Rail Pass for unlimited travel on Japan's extensive rail network, including the iconic Shinkansen bullet trains. Additionally, purchasing a Pasmo or Suica card will streamline your travels on Tokyo's efficient subway system. English signage is prevalent in major tourist areas, but learning a few basic Japanese phrases can enhance your interactions with locals and enrich your cultural experience.

Tokyo, a city of endless wonders, boasts an array of captivating destinations that cater to every traveler's whim. The iconic Senso-ji Temple in Asakusa stands as a testament to Tokyo's rich cultural heritage, its majestic red gate, Nakamise-dori shopping street, and



tranquil temple grounds drawing visitors from across the globe. For those seeking a glimpse into Japan's technological prowess, the bustling district of Akihabara electrifies the senses with its neon-lit streets and countless electronic shops, offering everything from state-of-the-art gadgets to vintage video games.

In contrast, the serene beauty of Shinjuku Gyoen National Garden provides a tranquil oasis amidst the urban bustle. Here, cherry blossoms bloom in spring, painting the landscape in hues of pink, while lush greenery and peaceful ponds

offer a sanctuary for contemplation. Meanwhile, the panoramic views from the observation decks of Tokyo Skytree and Tokyo Tower offer a bird's-eye perspective of the city's sprawling skyline, providing a breathtaking finale to any Tokyo adventure.

From the bustling streets of Shibuya, where crowds surge like tidal waves, to the serene gardens of Meiji Shrine, Tokyo offers a kaleidoscope of experiences.





YOUR PARTNER FOR BUSINESS GROWTH AND SUCCESS

Kamyar
Shah

HIGHLY EXPERIENCED BUSINESS CONSULTANT

Extensive experienced in business management consulting, with a primary focus on "growth and scale."



Hiring a business consultant is a major decision that can have a profound impact on the success and growth of your company. It signifies a recognition of the need for expert guidance and the willingness to invest in valuable insights. However, the decision to hire a consultant should not be taken lightly. It requires careful consideration of your company's specific needs, goals, and budget. When chosen wisely, a business consultant can be a vital asset, driving your business toward greater efficiency and long-term success.



KAMYAR IS A HIGHLY ACCLAIMED BUSINESS CONSULTANT KNOWN FOR HIS EXTENSIVE EXPERTISE IN OPERATIONS AND MARKETING LEADERSHIP. RENOWNED FOR HIS ASTUTE BUSINESS ACUMEN, METICULOUS ANALYTICAL APPROACH, AND UNPARALLELED LEADERSHIP SKILLS, HE POSSESSES THE ESSENTIAL QUALITIES REQUIRED TO PROVIDE A WIDE ARRAY OF SERVICES AS A FRACTIONAL COO, FRACTIONAL CMO, BUSINESS STRATEGIST, AND . WITH MORE THAN 25 YEARS OF EXPERIENCE, HE HAS DEMONSTRATED HIS STRATEGIC PROWESS IN BOTH REMOTE AND ON-SITE OPERATIONS MANAGEMENT, DELIVERING SIGNIFICANT VALUE TO A WIDE RANGE OF ORGANIZATIONS, BOTH LARGE AND SMALL. WITH A DIVERSE SKILL SET AND A PROVEN TRACK RECORD, HE IS WELL-EQUIPPED TO PROVIDE COMPREHENSIVE SUPPORT AND GUIDANCE TO HELP YOUR BUSINESS THRIVE AND SUCCEED.

An Expert with an Outstanding Track Record

Kamyar has extensive experience in business management consulting, with a primary focus on "growth and scale."

He has worked on over 640 projects in various industries and sectors, including eCommerce, medical, technology, and startup environments, both in B2B and B2C settings. This diverse project portfolio has given him insights into achieving sustainable growth while maintaining efficiency and quality.

Kamyar offers consulting services to small and medium-sized businesses (SMBs). His guidance includes helping business owners establish a clear direction, set achievable growth and earnings goals, and develop execution strategies with performance metrics and accountability. The focus is on building practical, engaged, and empowered organizations that deliver results and long-term sustainability.

In addition to consulting, he provides in-house business coaching for CEOs, executives, and staff across key business areas, such as organization, management, leadership, finance, operations, and marketing/sales. This coaching is aimed at enhancing the skills and capabilities of individuals and teams within the organization.

Kamyar has deep expertise in various operational aspects, including general management of international locations, global sourcing, product development, manufacturing, quality control, testing, compliance, planning and inventory control, logistics, and distribution.

He helps businesses expand their operations while ensuring the maintenance of quality and efficiency. This focus ultimately leads to increased profitability and sustainable success. His extensive background and diverse experience make him a valuable resource for businesses looking to achieve growth and scale while maintaining operational excellence. His approach emphasizes the importance of strategic planning, efficient execution, and accountable practices for long-term success.

Catalyst for Organizational Growth

Organizational Development (OD) is a crucial aspect of any successful business. It encompasses a systematic and strategic approach to improving an organization's overall effectiveness and efficiency. OD focuses on enhancing communication, teamwork, leadership, and culture within a company. By investing in OD, organizations can adapt to the ever-evolving business landscape, foster innovation, and create a positive work environment that encourages employee growth and development. Furthermore, it helps businesses remain competitive, agile, and capable of addressing the challenges of a rapidly changing world.



Kamyar is at the forefront of aiding businesses in their growth journey through comprehensive Organizational Development solutions. With a deep understanding of the intricacies of different industries, he leverages his expertise to tailor strategies that align with a company's specific needs and goals. He works closely with organizations to identify areas for improvement, implement effective training programs, and facilitate change management processes. Kamyar's approach is marked by a commitment to enhancing leadership skills, fostering a collaborative culture, and optimizing operational processes. By empowering businesses to adapt and thrive in a competitive landscape, Kamyar plays a pivotal role in catalyzing their growth and long-term success.

From Surviving to Thriving

Small businesses face various problems and can be like puzzles that need to be solved. They are not the same for every small business, as each one has its unique set of challenges. These challenges can be hard to overcome, but with determination and smart thinking, small businesses can find ways to succeed.

Kamyar's step in to offer a comprehensive suite of solutions meticulously crafted to boost the growth of small businesses.

Kamyar provides services like business planning, marketing strategy, financial management, operational efficiency, human resources, and technology consultation. Each of these services is intricately customized to address the specific requirements and obstacles faced by small businesses, equipping them with the necessary tools and strategies to not only survive but thrive in their respective markets.

Management Enhancement

Kamyar employs up-to-date methods and strategies as a management consultant to enhance an organization's overall performance. With a focus on addressing intricate issues spanning operations and financial costs, Kamyar specializes in highly targeted management-related approaches.

Possessing a wealth of industry knowledge, exceptional problem-solving skills, and years of hands-on experience, Kamyar is well-equipped to optimize an organization's efficiency. When engaged as a consultant, Kamyar initiates a comprehensive examination, utilizing research, internal data analysis, employee interviews, and the preparation and presentation of detailed reports based on the findings.

Art of Strategic Leadership

Kamyar's approach to navigating the intricate business landscape exemplifies a profound understanding of strategic principles, market dynamics, and organizational capabilities. Entrusted with the pivotal role of shaping the organization's strategic direction, Kamyar benefits from an array of meticulously tailored services designed to amplify his capacity for formulating, implementing, and evaluating business strategies.

These services are finely tuned to address the distinct needs and objectives of a Business Strategist. They encompass a wide spectrum of critical areas, including strategic planning, market research, competitive analysis, financial scrutiny, risk management, and innovation consultation, among others.





In essence, Kamyar's role is not just about crafting strategies but orchestrating a symphony of strategic elements that keep the organization on a path toward its strategic goals while maintaining a competitive edge in the ever-evolving marketplace.

Navigating Operational Excellence

Operations Management is the discipline that oversees the design, planning, and execution of an organization's core processes to ensure efficiency and effectiveness. It is crucial because it plays a pivotal role in optimizing resources, reducing costs, and enhancing productivity, which ultimately leads to the delivery of high-quality products or services and competitive advantage. Kamyar provides various Operation management services to businesses including:

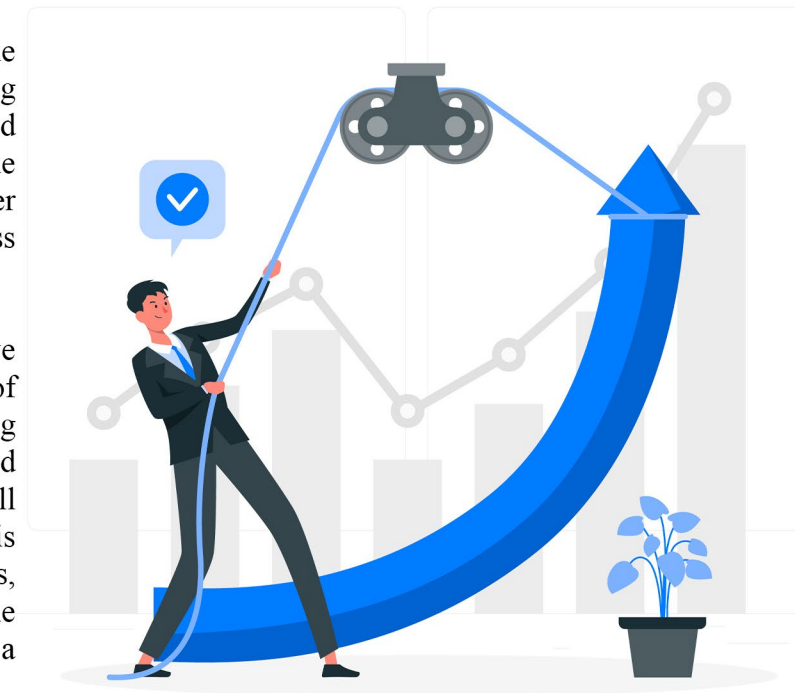
- ✔ TALENT EVALUATION AND ACQUISITION
- ✔ IMPLEMENTATION AND IMPROVEMENT OF MANAGEMENT REPORTING, INFORMATION FLOW, AND ORGANIZATIONAL PLANNING
- ✔ MANAGEMENT AND IMPROVEMENT OF SUPPORT SERVICES (HR, IT, AND FINANCE)
- ✔ QUALITY ASSURANCE AND CONTROL
- ✔ PRODUCTION PLANNING AND CONTROL
- ✔ RISK MANAGEMENT
- ✔ OPTIMIZATION OF OPERATIONAL SYSTEMS, PROCESSES, AND POLICIES
- ✔ DEVELOPMENT OF INDIVIDUAL PROGRAM BUDGETS
- ✔ SUPPLY CHAIN MANAGEMENT
- ✔ INVENTORY MANAGEMENT
- ✔ FACILITY MANAGEMENT
- ✔ SUSTAINABILITY AND ENVIRONMENTAL MANAGEMENT

Maximizing Market Impact

In an era of intensifying business competition, the significance of strategic and effective marketing cannot be overstated. Kamyar, as a dedicated marketing consulting partner, is resolute in the mission to optimize market influence, foster customer engagement, and propel business expansion.

Kamyar's offerings encompass a comprehensive array of services spanning various facets of marketing. These include strategic marketing consultancy, digital marketing, advertising and media support, data analysis and reporting, as well as marketing technology guidance. Each service is meticulously crafted to deliver the insights, strategies, and tools essential for navigating the intricate marketing landscape and establishing a formidable presence in the market.

Whether one is seeking to transform their business, improve efficiency, or enhance profitability, Kamyar serves as a trusted ally in this journey. He invites individuals to step into the world of endless business possibilities, connecting and exploring potential strategies to drive growth and scale within their organizations." Feel free to check out his services at KamyarShah.com.



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ALFRED LINDSETH

**REDEFINING
SUCCESS IN THE
ERA OF
TECHNOLOGICAL
TRANSFORMATION**



As

the winner of the Orbie 2022 Leadership and 2019 CIO SuperGlobal Award, Al Lindseth has been a thought leader within the energy sector and IT profession for many years. He left a 22-year executive career at Fortune 100 company Plains All American two and a half years ago to make a difference in areas that he feels are critical and where progress is not as rapid or effective as it could and should be.

Al has devoted himself to the community in Houston (and expanding to Dallas and elsewhere in Texas) professionally and personally. He and his wife Stacey are also active supporters and chairs of many area charities, particularly women and children's causes. We were very happy to be able to interview him and feature on our Cover Story as one of the Top 10 Influential Business Leaders Transforming the Future in 2024.

CAN YOU TELL US A LITTLE ABOUT YOUR BUSINESS NOW, CI50 ADVISORY SERVICES?

I advise companies in all areas. I had responsibilities in, primarily the fields of risk management, technology, transformation and cybersecurity. What I address in that side of my business comes and goes based on client needs and is really driven by their priorities.

There's another side of my advisory that is strategically more intentional - managing wide-spread risk and change and identifying and leveraging effective innovation. I also advise technology companies which offer the greatest real benefit to our top challenges.

CAN YOU TELL US MORE ABOUT THAT SIDE OF THE BUSINESS?

My background, before technology, was in risk management. I was brought in to Plains from PwC because they had a \$180MM headline-making rogue trading loss. Corporate risk management is top of mind for Boards and management teams. The average tenure of an S&P 500 company hit a high of nearly 40 years in 1977, and now has shrunk to 10-12 years. Only a third of small businesses are expected to survive past 10 years.



The failure rate and risks are only speeding up, mainly due to technological advances. Heading into 2020, a number of elements were set up perfectly – cloud, big data, infrastructure – for applications to exponentially improve, which they did. For the first time in 2020, as a share of overall US business investment, digital surpassed physical investment, a big watershed milestone.

This has increased risk, particularly for companies not focusing on strengthening their digital strategies and capabilities. Think about what happened last month with the Microsoft outage, what happened in healthcare before that, automotive before that...



It's not just arising from cyber and concentration on the same technology platforms. Businesses are accelerating the digitization of many parts of their operations and can reach millions of users overnight, disrupting their competitors. When technology or business design shifts transform an industry, as many as 80% of incumbent firms can fail to survive the transition.

Often in the CIO/CISO functions, there is such a focus on keeping the lights on, on 'run and maintain. Many in the field perceive innovation as spending time, talent and effort on something that won't likely work, will contribute to you having more tools and being more scattered.

I have a different view. There have been so many waves of technological advancements and major changes in our environment that those with their heads down, focused so much on running and maintaining, are contributing to their own mess and increasing their risk. Innovation, creating value in the future, requires taking and managing risks. One's ability to do that well determines his/her success. We need CIOs, CISOs and the leaders of change to be better risk managers. Coaching them on how to become that is my passion and specialty.

HOW DOES RISK MANAGEMENT FIT IN WITH YOUR FOCUS ON CHANGE?

This incredible risk and disruption are resulting in a lot of transformational and change efforts. However, the track record and return on these investments are horrible. A lot of this has to do with whether you have the right change leadership – at multiple levels.

Resistance to change is a huge impediment. You can't just walk in and tell folks they're bad at managing change. In U.S. oil and gas, the basins where the oil comes from are different, the direction oil flows reversed 180 degrees, turning us from importer to exporter. Management teams should be proud of navigating this, but are they good at digital change? Technology is of course more important to them than it was before. Cybersecurity, analytics, modern tools ... But it's still a selection process to much of the business, like it always has been – just now a higher priority. Just select which systems to buy, approaches to follow, consultants to hire or older applications to rationalize.

The process to change from within using modern technology requires a different approach, including honest and transparent self-assessment to target opportunities around your organization's blind spots -



where your competition could disrupt you and you are failing your customers. If you could solve these challenges without digital, you would have by now. Do that before someone else does.

Also the bulk of the opportunities, these blind spots are on change involving the business leadership side, not on the CIO which is where most of the attention is. Dealing with the challenges of risk and change in this environment requires different skill-sets. Traditional approaches are not transformative or agile enough. You also need skills in what you are trying to do with the technology - like standardizing and optimizing processes or taking the people in cross-functional groups and individuals and turning them into high performing teams.

HOW DO YOU TACKLE THIS SPECIFICALLY?

Focusing on technology-driven disruption or change efforts, I will come into a client and immediately posit a handful of specific reasons why these larger efforts and general attempts to wrestle with change and risk fail. I speak on this a lot also, with a goal for attendees to learn how to avoid and manage these issues with the right approach.

Success requires true change agents willing to tell it like it is, with skills to provide the right guidance and facilitation.

WHAT ARE SOME EXAMPLES OF TECHNOLOGIES THAT YOU HAVE TARGETED AND WORKED WITH IN THIS MANNER?

I've been investing in AI for over a decade. Management teams have been thrown for a loop around AI since the release of Chat-GPT. Alarmist, existential questions, knee jerk reactions to generally 'ban it,' and other distractions abounded initially. Now we've moved past the initial 'spinning' and most companies realize security (data leakage) and foundational data readiness should be at the top of their priority list. Strong use cases are materializing, many with compelling ROI.

Applying a solid risk planning and management approach to what this technology truly means at your organization, in a manner consistent with how you might approach other enterprise level and technology risks, helps frame these discussions in a structured and efficient way. There are a number of complex issues - for example AI relies heavily on cloud providers and many organizations are already struggling with cloud costs, sub-optimal migration efforts and other readiness issues like the state of their data. One of the most fun discussions I have is to come in and try to get management teams more educated and focused.

My small engagement model and advisory-level focus is not a ton of revenue per client, so I care more about achieving change than making money off them. Misaligned incentives are a big reason why the large consulting firms have failed so miserably at this.

I am also continuously trying to identify the technology that will best enable them to change effectively. Recent innovation has opened up completely new and more effective paths and solutions compared to what we had in the past.

Data Management:

Many current efforts to manage our situation with data are not effective, efficient, or getting companies to where they need to be. Companies continue to build more layers around designs which are costly, siloed, complex, difficult to support and ignore the inherent limitations of traditional approaches. They are moving and transforming data to centralize it, and trying to fit that architecture around AI and cloud. When you project out 3-10 years, continuing with the status quo really does not work. By 2025, projections put us at 175 zettabytes, mostly unstructured, 80 billion devices connected to the internet (IoT) and data scientists and analysts wasting much more than the 75% of time they do now looking through data.

Most don't know that modern technology has a solution to this. I'm talking about data fabric/mesh. This is an area that is widely misunderstood, and vendors are creating even more confusion, but applied the right way, it offers a massive improvement and ROI.



Supply Chain Risk:

Historically companies sought out the lowest cost supplier and kept inventory low. The supply chain function was very transactional, focused on negotiating around capital programs and delivering 10X plus in cost savings, which meant keeping their direct costs and headcount low.

When we first got into covid, there were a lot of supply-oriented issues, followed by the emergence of problems on the distribution side, with the physical, market and legal mechanisms that get product from one place to another (e.g. war, sanctions). The landscape has changed, geopolitically, economically and functionally. Capital programs are lower, the function is way more operational and its focus is more on risk management and greater resiliency.

The data is all over, in multiple systems, transactional, and not focused on risk so you have to cobble that view together, often in spreadsheets. SCM groups are small and barely able to manage a small group of tier 1 partners/suppliers, leaving the risks of the huge number of companies that supply that tier 1 out of their direct line of sight and control.

Supply chain functions are struggling. The incentives for SCM heads and teams still are out-dated. When companies go out and get management consultants, it involves point-in-time assessments, big work efforts and usually tells them what they already suspected.

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