

Surviving the ‘Asymmetric Bet’

“Leadership is being tested. NewCo’s demands for growth funding will be significant and with flimsy support. New markets are almost impossible to predict. Do you make an asymmetric bet; risking killing LegacyCo on the hope of NewCo’s success? The drumbeat of rumor of a new entrant is deafening; sales are weakening as customers hold off purchases. Executive Committee meetings are fractious as personalities come out under stress. Meanwhile, there are complaints Legal is a bottleneck in the development process. Legal proposes a Compliance Officer to speed up approvals ...”

Attached is a selection of notes and memos to support your decisions

AGENDA
EXECUTIVE COMMITTEE MEETING
PERIOD 3

Below are the subjects for discussion at the upcoming Executive Committee Meeting. The decision on hiring a new a Compliance Officer has been moved to the front as it is time sensitive.

1. Hiring a Compliance Officer Memo
2. The Development Projects Review: see Jack Horner Memo and Current Project Listing
3. Budgeting: decisions will be needed on projected revenue, Marketing and Sales expenditure and headcount by function
4. Strategic and operational initiatives: see Strategy Officer Memo on amendments to the current list of options

Copies of all relevant memos etc. are attached.