

Insight Book

I am struggling to find smart words for the introduction. So I will just be starting with this:

How do you flip the entire world on it's head?
Do a Handstand!

During the course I did not learn anything about business, which is perfect.
Let me explain.

Tools

I think I received the tools I will need to learn about my line of business when the time comes. Just with most other practical skills like riding a bike one cannot sit in a classroom and expect to be able to do everything. There is always a lot of trial and error involved with learning something new, and even more so when un-learning. König gave me the toolbox to later on – when I fall off the bike during my first attempts – not just continue but to continue smarter (and hopefully more successful) than before the crash. One such tool is the investments on a beermat.

Give a man a fish, feed him for a day.
Teach a man to fish, feed him till he dies.

So much more

Throughout this course I gained the understanding that successful business is both hard and easy. Setting up a company which works well is easy – given the right people, idea, timing and endurance to make it happen. The more difficult part is keeping it well oiled and growing without losing track of where one came from. Also a big part of that is staying vigilant and not growing too comfortable. Comfort is the enemy of innovation and progress after all.

Cash

Cash. Cash. Cash. The most important tool with business. I will take with me the importance of liquidity and Liquidity Planning, especially in seasonal business. I also learned about suppliers loans for the first time. There is also immense value in always knowing where the money comes from (Revenue Streams) and where it goes (Cost Analysis).

Adaption

König really emphasized how important it is to adapt. In a world where change is ever faster and many struggle to follow suit let alone get ahead of the pack the largest challenge will be to adapt. Currently I have the feeling that most players on the market are playing catch up against time, the most successful being those that run the fastest, but yet always behind the speed of time and innovation.

More Than Cash

But Cash is still not an almighty thing which requires everything else to be sacrificed for the sake of maximum profit. The best example is the Nougat & Nut chocolate by Otter. Otter is a chocolate maker which experiments with crazy ingredients like fish, pig blood, olives and other things a normal person would never put into chocolate. Nougat & Nut was the most successful chocolate to be ever produced but they stopped producing since it killed the variety and drove away interest in the diverse catalogue of unique chocolate creations. The core business principles were not sacrificed for extra profit.

Things are changing

There are times when disruptive technologies like the steam engine, electricity, or computers change up close to all elements of our lives (luckily some stay untouched). The tools and methods taught in the course give me a sense of security that I will be able to make sense of most if not all disruptive technologies or changes to the society and economy we live in. With understanding comes safety and power. I hope that the future will be safer and easier to navigate for me than without visiting the course.

The Past

Despite König being a very future-oriented person he possesses the ability of pausing and gathering an understanding for why things are the way they are and also the ability to communicate his insights to us (or me at least). I hope to gain as deep an understanding in the important and decisive events of the past to understand the thoughts and feelings which resulted in the world we are experiencing in the present time.

The Future

Although the future and its prediction is a fascinating and sometimes also mystical topic König managed to demystify the process of navigating through uncertainty. How to decide which risks to take and choosing informed decisions over headless-chicken behavior. Scenario Planning is one recipe I will be taking with me and practice the gentle art of not knowing what is going to happen but just dealing with it and making the most of it.

Wrapping up

Now coming back to the beginning. I do not think that I have learned much about “business”. I think business cannot be learned, but must be experienced. What I have learned is how to operate better in a complicated world and make sense of my own actions, and crucially, my own mistakes.

Happy Handstands!