

## SYNOPSIS OF *ON THE BRINK*

### WHAT'S HOLDING YOUR BUSINESS BACK? CORPORATE ANTHROPOLOGY CAN REVEAL THE PATH FORWARD



Business challenges come in many forms – difficulties can stem from external forces such as economic crises or macro-shifts in consumer behavior, yet sometimes the roadblocks can come from within a company, when comfortable, but rigid patterns prevent the adaptation and change needed to remain competitive. When a business hits a point where big ideas have stalled, sales are in a slump, and a firm feels unable to keep up with quickly evolving trends, the emerging practice of ‘corporate anthropology’ can help.

Based on the same principles as classic anthropology – the science of observing humans to understand how they live – corporate anthropology encourages business leaders to step outside their day-to-day processes to observe not only how their enterprises operate, but where unmet needs truly exist. The rationale is simple – your customers, employees, and partners can’t objectively tell you why they behave in certain ways, but when you view them and

your business with fresh eyes as an outsider, it’s possible to see the opportunities otherwise overlooked.

In *On the Brink: A Fresh Lens to Take Your Business to New Heights*, corporate anthropologist and management consultant, Dr. Andrea J. Simon PhD (“Andi”), provides readers with a crash-course in the game-changing business techniques behind corporate anthropology, while giving examples of organizations that have used the method to bounce back from crisis.

From a medical center facing multiple years in the red and a rural college battling decreasing enrollment to a large plumbing equipment manufacturer whose award-winning product just wasn’t selling and a major customer care company searching for growth – the stories of seven companies struggling to innovate and grow serve to powerfully illustrate the solutions that corporate anthropology can reveal. Simon also offers a list of easy-to-understand tools that business leaders can use to kick-start their own corporate anthropology process.

Whether you're searching for a way to revitalize your business or to expand a currently successful business into new and profitable directions, the strategies outlined in *On the Brink* will give you fresh eyes and a fresh approach to achieve meaningful business breakthroughs.