

SOMEONE HAS TO BE THE MOST EXPENSIVE

WHY NOT MAKE IT YOU?

ANDREW GRIFFITHS



**I'VE TAKEN ALL THE
MYSTERY OUT OF MY
PRESENTATION WITH
THAT TITLE RIGHT?**



**SO WHAT ARE WE GOING
TO TALK ABOUT FOR THE
NEXT 59 MINUTES?**



**IT'S EASY TO THINK I'M
JUST HERE TO TALK ABOUT
MONEY, BUT IT'S ACTUALLY
SO MUCH MORE.**





**BUSINESS HAS BECOME A
LITTLE COMPLICATED IN
RECENT YEARS...**



THIS IS HOW BUSINESS USED TO LOOK...BACK IN THE GOOD OLD DAYS.



WHEN I LOOK AROUND THE ROOM TODAY...

**I HUNTED HIGH AND LOW FOR
A VIDEO THAT REALLY
CAPTURES WHAT IT'S LIKE
TO DO BUSINESS IN 2025...**





**ANYONE HERE FEEL LIKE THE
LIZARD ON MOST DAYS?**



COST OF LIVING CRISIS

CYBER CRIME

**WAR
AFTER
WAR**

COVID

TRUMP

**WAR
FOR
TALENT**

GLOBAL FINANCIAL CRISIS

MEDIA SCANDALS

FIRES, FLOODS, PESTILENCE

Y2K

**POLITICAL
INDUSTRIAL**

CRISIS, AFTER CRISIS, CHALLENGE AFTER CHALLENGE...

**HOW DO WE NAVIGATE THE
CHALLENGES, THE CRISIS
AND OF COURSE, THE
OPPORTUNITY?**



**WE NEED TO CREATE A CULTURE THAT
NATURALLY KEEPS US FUTURE
PROOFED.**



**SOUNDS SO SIMPLE
RIGHT?**



**WHY DON'T WE DO IT?
BECAUSE WE'RE TOO
BUSY RUNNING FROM
THE SNAKES.**



**MAYBE A FRAMEWORK
FOR FUTURE PROOFING
MIGHT HELP YOU AVOID
THE SNAKES IN THE
FIRST PLACE...**







LET'S POP UP TO JAPAN...



MEET NYK SHIPPING.



CAN EVERYONE TAKE OUT THEIR 100 YEAR PLANS...

**NYK HAVE BEEN AROUND FOR
ABOUT 150 YEARS. THEY ARE IN
CYCLE OF CONSTANT PROACTIVE
ADAPTION AND EVOLUTION BY
ASKING BIGGER QUESTIONS.**



**THEY WERE COMMITTED TO
BEING THE MOST RELIABLE,
THE MOST TRUSTED AND THE
MOST FUTURE PROOF. NOT
THE CHEAPEST.**



**BECAUSE IN A WORLD
WHERE UNCERTAINTY IS THE
ONLY CERTAINTY, PREMIUM
ISN'T A LUXURY, IT'S A WAY
TO GUARANTEE THE FUTURE
OF YOUR ORGANISATION.**





**SO WHILST I'M TALKING ABOUT
CHARGING MORE, I'M REALLY
TALKING ABOUT CREATING A
FUTURE PROOFED MINDSET.**





**BUT FIRST OF ALL, WHO
AM I TO BE SOAP
BOXING AND TELLING
YOU WHAT TO DO?**

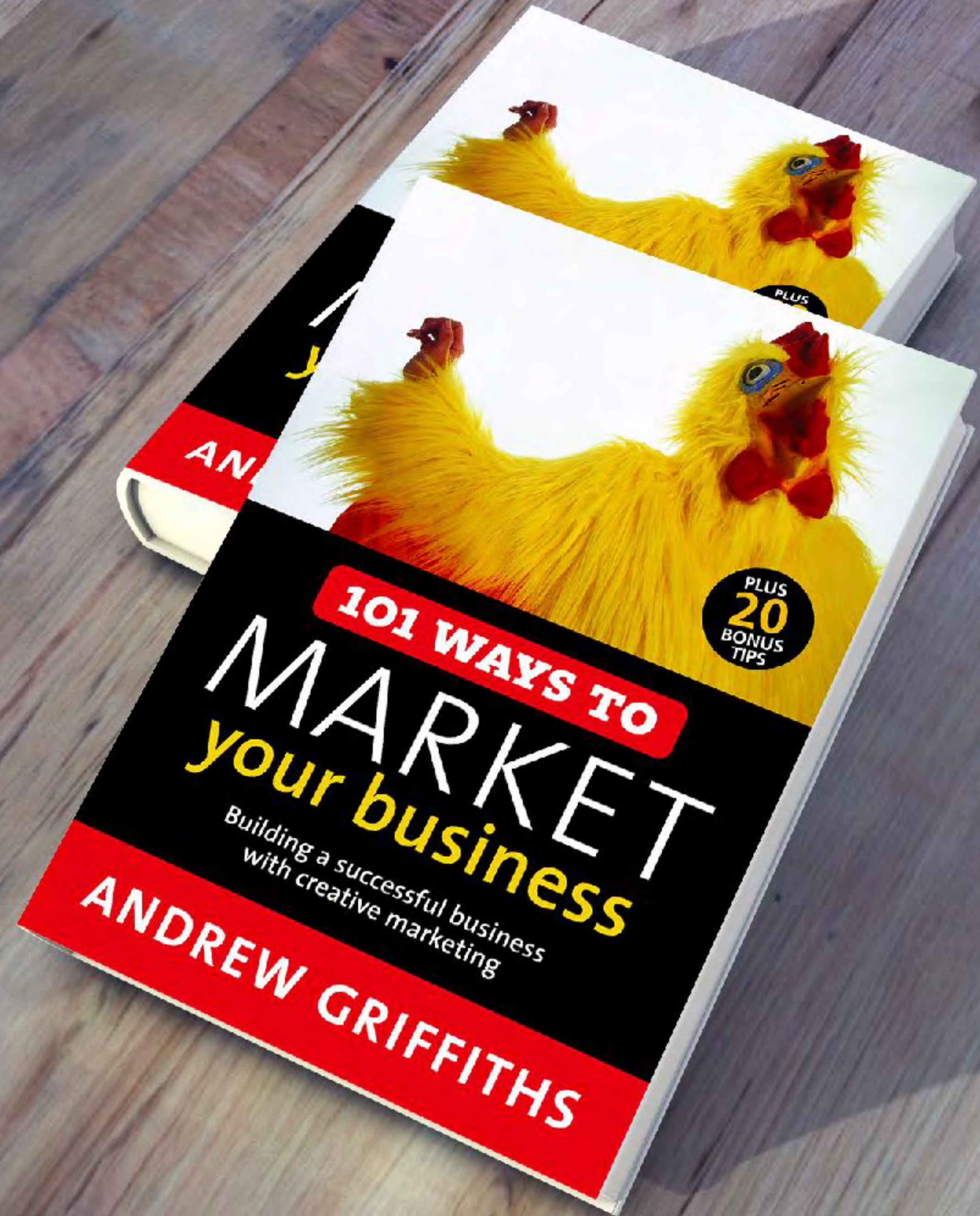
**I'M AN
ENTREPRENEURIAL
FUTURIST - WHICH MEANS
I HELP INDIVIDUALS,
ORGANISATIONS AND
EVEN INDUSTRIES TO
FUTURE PROOF
THEMSELVES.**



**I BOUGHT MY FIRST
BUSINESS WHEN I WAS
17 YEARS OLD.**



**25 YEARS AGO I WROTE
A BOOK.**



**THIS IS MY 14TH BOOK
AND THE BASIS OF
THIS CONVERSATION.**



MY BOOKS HAVE
BEEN TRANSLATED
INTO A HOST OF
LANGUAGES.



**I'M A PROFESSIONAL
SPEAKER. DELIVERED
1000 PRESENTATIONS
ABOUT HOW TO DO
BUSINESS BETTER IN
25 COUNTRIES.**



**AND I DO A LOT OF
WORK WITH MEDIA ALL
OVER THE PLANET.**



**I TALK A LOT ABOUT
FUTURE PROOFING
STRATEGIES.
ESPECIALLY WHEN
TIMES ARE
CHALLENGING.**



**SO CLEARLY I
HAVE ALL OF THE
ANSWERS...**



**NEVER LISTEN TO ANYONE WHO SAYS THEY HAVE
ALL OF THE ANSWERS...**





BUT I DO HAVE A VERY UNIQUE PERSPECTIVE.

SOMEONE HAS TO BE THE MOST EXPENSIVE
WHY NOT MAKE IT YOU?



**IF YOU WANT TO BE THE MOST EXPENSIVE,
THESE ARE THE 7 STRATEGIES TO ACHIEVE THIS.**



**EACH OF THESE STRATEGIES IS INTERRELATED -
MEANING THEY OVERLAP WONDERFULLY.**



**AND THAT MEANS THAT NOT ONLY DO THEY HELP
YOU BUILD A STRONG ORGANISATION THEY HELP
YOU BUILD AN ORGANISATION WITH A FUTRE.**



SOMEONE HAS TO BE THE MOST EXPENSIVE
WHY NOT MAKE IT YOU?



SOMEONE HAS TO BE THE MOST EXPENSIVE

WHY NOT MAKE IT YOU?

**1. HAVE THE COURAGE TO ZIG
WHEN EVERYONE ELSE ZAGS**



EXTRAORDINARY THINGS HAPPEN IN THE ZIG

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**THINK ABOUT A PROMOTING
COFFEE. SPEND A SECOND
IMAGINING WHAT A
COMMERCIAL WOULD LOOK
LIKE. WHAT DO WE EXPECT
THE MESSAGE TO BE?**





DIRTY DINER
coffee
.com

**HAVE THE COURAGE TO SWIM
AGAINST THE TIDE AND THE
RIGHT CUSTOMERS WILL FIND
YOU AND BE PREPARED TO
PAY YOU WHAT YOU'RE
WORTH.**



**THE ABILITY TO ZIG
REQUIRES A CURIOUS
APPROACH. WHICH MEANS
WE NEED TO ASK MUCH
BIGGER QUESTIONS.**





DO WE NEED CHEFS IN A RESTAURANT?



ARE THERE SUCH THINGS AS LAZY COWS?



IS THERE A DEMAND FOR SINGLE USE FLAGS?

**THAT'S HAVING THE
COURAGE TO ZIG WHEN
EVERYONE ELSE IS
ZAGGING.**



**PEOPLE LOVE THE ZIG AND THEY ARE PREPARED
TO PAY FOR IT.**

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SOMEONE HAS TO BE THE MOST EXPENSIVE

WHY NOT MAKE IT YOU?

**1. HAVE THE COURAGE TO ZIG
WHEN EVERYONE ELSE ZAGS**



**2. EMBRACE
YOUR UNIQUE**

**WE LIVE IN A WORLD THAT CRAVES UNIQUE AND
REWARDS UNIQUE**

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**BUSINESS IS RAPIDLY MOVING TOWARDS
HOMOGENISATION.**



WE LOOK THE SAME..



WE SELL THE SAME STUFF.



WE USE THE SAME LANGUAGE.



WE UNDER ESTIMATE OUR CUSTOMERS.



**AND WE MAKE IT HARD FOR THEM TO
DIFFERENTIATE US.**



WE BECOME A TRANSACTION.





**ALL OF THIS AT A TIME
WHEN EVERYONE IS
CRAVING UNIQUE. AND
REWARDING UNIQUE.**



EMBRACING UNIQUE CHANGED EVERYTHING.

A close-up photograph of a man with light blue eyes and a shocked expression. His hands are covering his mouth, and his forehead is wrinkled. The background is a plain white wall with a wooden floor visible at the bottom. A red rectangular area is in the bottom right corner.

**WE LIVE IN FEAR OF A
BAD ONLINE REVIEW...**



3B

3B

3B

3B

3B

3B



**MY ADVICE? KNOW
WHAT MAKES YOU
UNIQUE AND EMBRACE
IT FULLY.**



**LET IT SHINE THROUGH
YOUR BUSINESS IN
EVERYTHING YOU DO.**



**AND GET REMARKABLE AT
TELLING THE WORLD WHAT
MAKES YOU UNIQUE AS
OPPOSED TO WHAT MAKES
YOU THE SAME.**

**IS TICKING A BOX KEEPING YOU STUCK IN A WORLD
OF HOMOGENISATION INSTEAD BEING COURAGEOUS
ENOUGH TO EMBRACE YOUR UNIQUENESS?**

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SOMEONE HAS TO BE THE MOST EXPENSIVE

WHY NOT MAKE IT YOU?

**1. HAVE THE COURAGE TO ZIG
WHEN EVERYONE ELSE ZAGS**



**3. IDENTIFY THE
VALUE YOU OFFER**



**2. EMBRACE
YOUR UNIQUE**



**“THERE ARE MANY LAYERS WHEN IT COMES TO
VALUE. BUT THE SIMPLE TRUTH IS THAT THE MORE
VALUE WE BRING THE MORE VALUABLE WE
BECOME”**

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**DO YOU KNOW HOW
YOUR CUSTOMERS
REALLY VALUE YOU?**





**WE OFTEN HAVE A VERY
PRODUCT FOCUSED VIEW OF
VALUE THAT ISN'T REALLY
WHERE WE ARE TRULY VALU.**



**WE NEED TO
LOOK DEEPER AT
THE WAYS WE
CAN BE VALUED...**



UNDERSTAND HOW OTHERS VALUE YOU



1. TRUST



2. EXPERIENCE



3. EXPERTISE



4. ENERGY



5. CONSISTENCY



6. CREATIVITY



7. REPUTATION



8. VALUES



9. PARTNERS



10. FUN



MAN WITHOUT A SMILING FACE SHOULD NEVER OPEN A SHOP



**OVER TIME WE
NEED TO BE
CONSTANTLY
REDEFINING THE
VALUE WE BRING.**



THE MASS PARTICIPATION INDUSTRY



**THE QUESTION
WE ALL NEED TO
ASK?**



**HOW CAN I BECOME EVEN
MORE INCREDIBLY,
DEEPLY, TRULY VALUABLE
TO MY CLIENTS IN AS
MANY WAYS AS
POSSIBLE?**



**DO YOU REALLY KNOW HOW YOUR CUSTOMERS
VALUE YOU TODAY? AND HOW THEY WILL VALUE
YOU TOMORROW?**

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**4. UNDERSTAND
CUSTOMER PROXIMITY**



**WE NEED TO BE DOING EVERYTHING WE CAN TO
CLOSE THE GAP WITH OUR CUSTOMERS.**

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**WOULD YOUR CUSTOMERS
FIGHT TO SAVE YOUR
BUSINESS?**



Great taste, bold flavours & limitless creations

Breakfast, lunch or dinner, there's something for everyone in the Spring Gully range.

[Our Story](#)

[Shop Now](#)

MEET SPRING GULLY



**WOULD YOUR CUSTOMERS
FIGHT TO SAVE YOUR
BUSINESS?**



**HOW MIGHTY A QUESTION IS
THAT?**

**WHAT IS CUSTOMER
PROXIMITY?**



THE CUSTOMER GAP



BUSINESS



CUSTOMER

THE CUSTOMER GAP



A MEASURE OF THE STRENGTH OF THE RELATIONSHIP

A BIG GAP...



**LACK OF LOYALTY, PURCHASES FOR CONVENIENCE,
DEMANDING CUSTOMERS, FICKLE, ROUGH TIMES AHEAD.**

A SMALL GAP...



**LOYAL CUSTOMERS, HIGH LEVEL OF ENGAGEMENT, TEAM,
COLLABORATORS, RESPECTFUL, LONG TERM.**

SMALL CUSTOMER GAP



YOU HAVE A FUTURE PROOFED BUSINESS.

**WE DO THAT BY BEING
MORE HUMAN.**





**TREAT YOUR
CUSTOMERS AS
INDIVIDUALS NOT
AS NUMBERS.**



**WE NEED TO BE HAVING MORE CONVERSATIONS
ABOUT HOW WE CAN BE SO MUCH MORE THAN A
TRANSACTION.**

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**5. IN A FAST WORLD
EMBRACE SLOW**



**GOING SLOW MEANS DOING THINGS WELL, RATHER
THAN DOING THINGS FAST. WHEN WE GO SLOW, WE
CREATE EXPERIENCES. EXPERIENCES ARE HUGE
LY VALUED BY PEOPLE IN A FAST WORLD.**

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**THIS IS A POWERFUL PHILOSOPHY THAT IS ALL
ABOUT DIFFERENTIATING THROUGH EXPERIENCE.
AND THERE ARE SO MANY REASONS TO THIS...**



**BUSINESS THAT EMBRACE SLOW GENERALLY
CREATE ENGAGING EXPERIENCES - THAT OTHERS
SEEK OUT AND ARE PREPARED TO PAY FOR.**





WE WIN OR LOSE CUSTOMERS THROUGH LITTLE NOT BIG.

EXPERIENCES TAKE SO MANY FORMS...





“WILL THIS SLEEPING BAG KEEP ME WARM?”

TO A TACTILE EXPERIENCE MOST OF KNOW WELL..

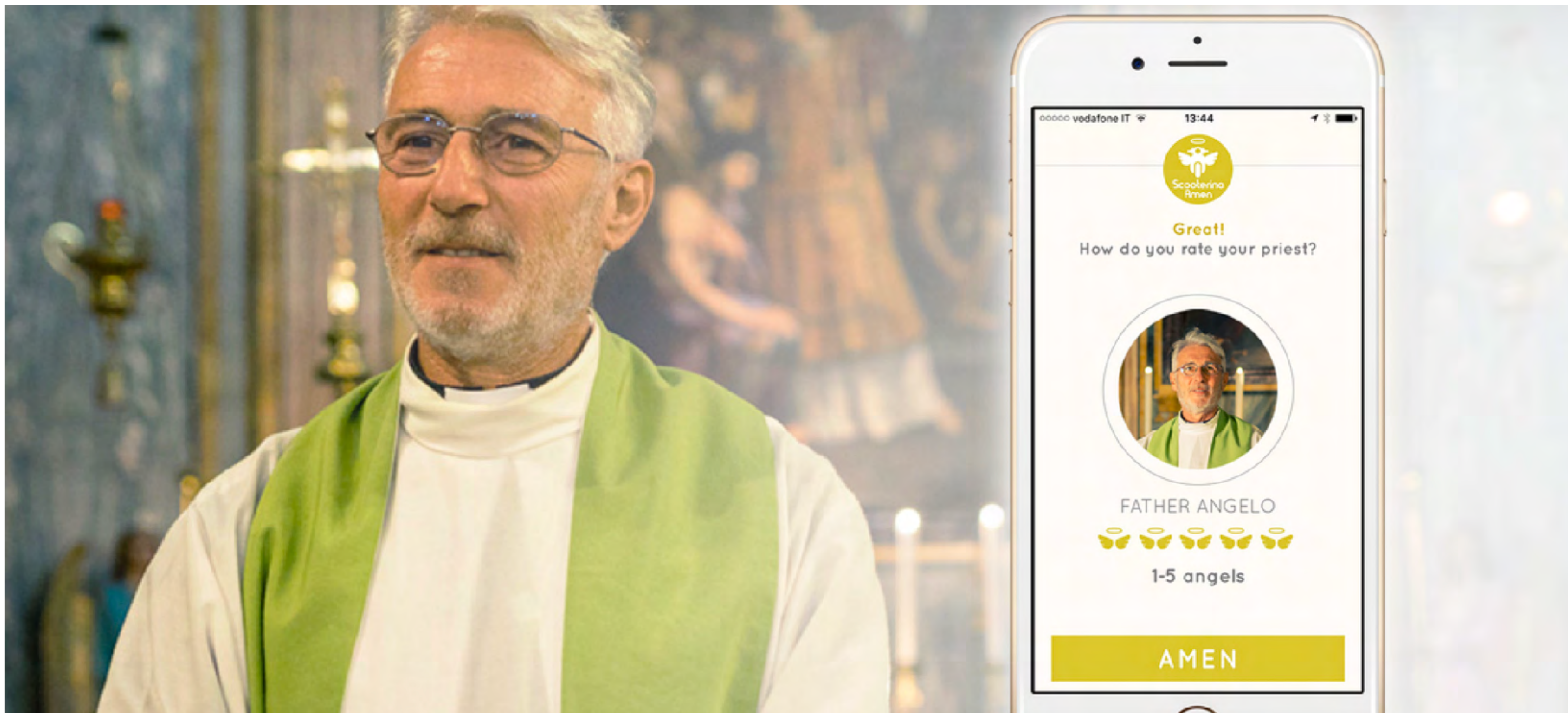




THE LITTLE WHITE BOX

**TO A TECH EXPERIENCE THAT'S A LITTLE OUT OF
THE ORDINARY.**





THIS MIGHT NOT FEEL LIKE SLOW BUT IT IS - IT'S ABOUT DEEP EXPERIENCE.



**GOING SLOW IS A STATE
OF MIND MORE THAN A
TANGIBLE SPEED.**

**CAN YOU DO WHAT OTHERS SIMPLY LACK THE
IMAGINATION OR THE WILL TO DO?**

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**5. IN A FAST WORLD
EMBRACE SLOW**



**6. USE STRATEGIC
STORYTELLING**



**STRATEGIC STORYTELLING CAN DO JUST ABOUT
ANYTHING FOR YOUR BUSINESS IF DONE WELL.**

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**THE SINGLE GREATEST
BUSINESS TOOL WE HAVE -
THE STORIES WE SHARE.**



**SO EASY TO BE DISMISSIVE
OF STORYTELLING.**



**IF USED WISELY, THEY CAN
DO SO MANY THINGS FOR
OUR BUSINESS.**





THE POWER OF STORY...

**YOU CAN USE STORIES TO
BUILD CONNECTION, CHANGE
THINKING, SOLVE SPECIFIC
ISSUES, MANAGE CHANGE,
SHOWCASE VALUE AND SO
MUCH MORE.**



**OVER TIME OUR STORIES
NEED TO CHANGE. THEY
NEED TO ADAPT AND EVOLVE
AS OUR BUSINESS ADAPTS
AND EVOLVES.**





**BE STRATEGIC IN
YOUR STORYTELLING
- MAKE THEM
PERSONAL, MAKE
THEM WISE.**

**TAKE YOUR STORYTELLING TO A MUCH HIGHER
LEVEL, MUCH MORE SOPHISTICATION AND MUCH
MORE RELEVANT.**

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EMBRACE SLOW**



**6. USE STRATEGIC
STORYTELLING**



**7. BE KNOWN FOR SOMETHING
BIGGER THAN WHAT YOU SELL**



BE BIGGER THAN YOUR BUSINESS

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**MORE NOW THAN EVER, WE
WANT TO SPEND OUR MONEY
WITH ORGANISATIONS THAT
ARE “BIGGER”. AND THAT
ALIGN WITH OUR VALUES.**

Earth is now our only shareholder.

If we have any hope of a thriving planet—much less a business—it is going to take all of us doing what we can with the resources we have.

This is what we can do.

By Yvon Chouinard

THE PATAGONIA STORY.



**BE BIGGER, BE PASSIONATE,
TELL THE STORY OF WHY
YOU'RE BEING BIGGER, OWN
IT, EMBRACE IT, LOOK FOR
THE CUSTOMERS WHERE THIS
MATTERS.**

**WE WANT PEOPLE WHO ARE PASSIONATE,
COMMITTED AND ENGAGED TO BUY FROM US - SHOW
THEM WHY THEY SHOULD.**

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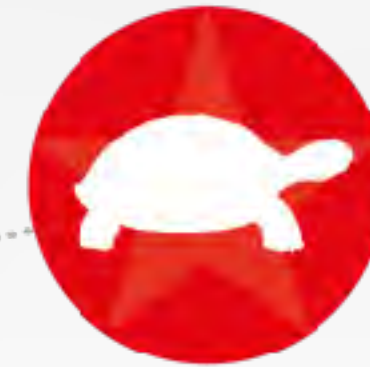
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**7. BE KNOWN FOR SOMETHING
BIGGER THAN WHAT YOU SELL**



BONUS STRATEGY

Because we've always got to exceed expectations...





YOU CAN'T JUST PUT LIPSTICK ON A WOMBAT

THIS IS A WOMBAT...



**THIS IS A WOMBAT...
WITH LIPSTICK.**





**THAT'S CUTE RIGHT, BUT
WHAT DOES IT MEAN?**



**YOU CAN'T JUST CHARGE THE
MOST AND SAY YOU'RE THE BEST.
YOU HAVE TO BE THE BEST.**



**AND THIS TENDS TO REQUIRE A
DEGREE OF OBSESSION.**



THE BEST CROISSANT IN THE WORLD?



HOW MUCH WOULD YOU PAY FOR A WALKING STICK?



PETER LIK PHOTOGRAPHY



**WE NEED TO BE HAVING MUCH
BIGGEST CONVERSATIONS ABOUT
BEING THE BEST. IT RARELY
HAPPENS BY ACCIDENT.**

SO MY CHALLENGE TO YOU
TODAY?





**IF YOU ADOPT THESE 7 STRATEGIES
YOU CAN BE THE MOST EXPENSIVE.
REGARDLESS OF WHAT'S HAPPENING
- OUT THERE.**



**AS A MINIMUM YOU CAN
START TO CHARGE WHAT
YOU'RE TRULY WORTH
AND THAT GOES A LONG
WAY TO BECOMING
STRONGER.**



**BUT PERHAPS YOU MIGHT
JUST BUILD A BUSINESS
THAT IS ACTUALLY
FUTURE PROOFED.**





**IN AN CONSTANTLY
UNCERTAIN WORLD,
THAT'S THE GREATEST
OUTCOME OF ALL.**



THIS PRESENTATION

LATEST BOOK



I'D JUST LIKE TO SAY THANK YOU.





**A FEW MONTHS
BACK...**

**DON'T WAIT.
LISTEN TO YOUR
BODY. TAKE
ACTION.**

