

# Winning the battle for relevance

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If there is one lesson that we can learn from Modi's victory in the recent Indian elections, it is that in this digitally connected flat world even the mightiest can become irrelevant within a relatively short space of time.

Winning the battle for relevance is about continuous re-engineering of your strategies in order to meet the evolving needs of your markets, clients, constituents, stakeholders or fans.

Do the names Kodak, Borders and Blackberry still ring a bell?

The Congress dynasty reigned over India through a large part of 67 post-independence years, but its slide into irrelevance came in a matter of less than 5 years.

Andered the back of gross mismanagement of India's economy and a rising tide of anti-corruption sentiment that had taken hold of the country through the Anna Hazare movement. This was followed closely by the meteoric rise of the Am Admi party in the Delhi elections, which galvanised the public against corruption, but just as rapidly faded into irrelevance when they broke the chain of trust.

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Modi's campaign on the other hand grew stronger in relevance each day, with messages that struck at the core of 600 million aspiring youth under 25 years of age. Job creation, economic development and good governance backed Modi's vision of a sustainable future for all. This message was beamed to millions through channels that had grown in significance across India - Internet, mobile, social media and televised mass rallies.

Congress on the other hand, took strides into oblivion, when they offered populist welfare handouts that did nothing to create a rut .

With an increasing tide of cross border business and transactions occurring between Asian and Australian businesses, more companies in Australia need to ask the questions - what do we need to do to stay relevant in the Asian Century?

We all know that shift happens. And when we choose not to adapt our strategies to these shifts, we start our journey towards irrelevance.

Australian businesses need to ask the question.

The difference between the enduring and endangered comes down to simple but powerful choices - Recalibrating and reengineering rather resisting. Adapting and evolving instead of being in denial.

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