

CRESITA LLC

NEWSLETTER

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What Business Are You In?

I see it repeatedly people really do not focus on what their core business is. A good exercise is to ask the staff what business they are in. I think you may be surprised by the answers you receive, if you are not surprised, you will probably gain some valuable insight into how the staff think about the business.

Problems, challenges and curve balls will come our way in life or business. To my way of thinking they are inevitable, and the issue is not as much will they occur...they will, it is what you do next to address those problems is what matters most. Many of the readers have heard me reference the acronym VUCA. VUCA stands for volatile, uncertain complex and ambiguous and I feel that it really describes the world in which we live. This term was developed in the late 1980s and resonates with me. If we are involved in business, the way forward is the answer to the question, what business are we in? I am also starting to hear some people replace ambiguity with agility.

I do not believe just because something has not happened that it won't, remember COVID. Whether you believe COVID was real or not is really not the point, what is the point is that COVID fundamentally changed society and the way we do business. Talk about VUCA! ⁱ

Sometimes I am accused of worrying about nothing or things that have not or will not happen. However, I believe that you should always have a Plan B to address the uncertainties that are bound to come your way. Just because something hasn't happened in hundreds of years does not mean that it will not occur. Successful organizations plan and have the agility to deal with the unforeseen even if they don't know what that is.

Sometimes people tell me that they do not have the money to address an issue. While this might be true, I come back to my key question, which is What business are you in? If you produce widgets and have promised customers a certain amount, then you need to be

prepared for a scenario in which you may not be able to deliver what you promised. Addressing the unforeseen really ties together a number of important concepts. Customer service and strategy to name just a few. I have observed that people will focus or maybe even obsess about the one thing they do not have and in the process miss what they have an abundance of. An example might be that people really like your widget, and you might be surprised what they are willing to pay or do to continue access to your product or service. This comes down to two key issues which are communication and customer service.

I learned years ago while working for a philanthropic organization that people and organizations need the time, talent and treasure of others to be successful.ⁱⁱ In my later life I have also observed that of these three things only one relates directly to money. While it is always about the money in many business situations, people who support your work may be willing to leverage their own connections to help you obtain what you need to navigate a challenge.

Let me know if you want to discuss any of these matters, mention this article and be eligible for a 10% discount on the services offered by Cresita. You can reach me at bill@cresitallc.com.

ⁱ <https://en.wikipedia.org/wiki/VUCA> Accessed 04/30/2026

ⁱⁱ <https://foundationsource.com/blog/the-3-pillars-of-giving-time-talent-treasure/> Accessed 04/30/2026