

# KARL BUHL CONSULTING

Newsletter

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## Helping Companies Navigate New Horizons

*Karl Buhl Consulting helps companies develop their existing business and target new markets.*

### KB Consulting Forms Strategic Alliance with Brickwork India

**Alliance blends low-cost India outsourcing with US strategy and account management.**

If you have read Thomas L. Friedman's *The World is Flat*, or *The 4-Hour Workweek* by Timothy Ferriss, you're probably familiar with Brickwork. Known primarily for their Remote Executive Assistants ("wake up, and you'll find the completed work in your mail box"), Brickwork also has

### Brickwork India

premium service teams that produce:

- Industry research
- Feasibility studies
- Competitive analysis
- Market / country analysis
- Financial analysis & pro formas
- Investment research

and more, for multiple industries ...

- Energy, oil, & gas
- Financial services
- Industrial
- Manufacturing
- Technology
- Health care

What's KB Consulting's role? If you've ever attempted outsourcing, you know it's not very easy. For all of the benefits of outsourcing, there are

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at least as many challenges: including time zone differences, cultural barriers, and communication problems.

[Forrester](#), citing research that they completed with senior business and IT executives, reports that the primary risks of [BPO](#) include:

- Client requirements may not be captured in real terms.
- Communication gaps between vendor and client.

KB Consulting solves these problems by working with clients to define their requirements and deliverables, and then by helping to manage the support teams in India.

The result: outsourcing that really works. Call us to find out how it can work for you.

### When Management's Practices Stop Working

**Is your business humming along with clear vision, proven leadership, and deep customer relationships? Time to change.**

[Fast Strategy](#) is a book about managing change, written by former Nokia exec Mikko Kosonen, and Yves Doz, (prof. of Global Technology and Innovation at the INSEAD business school in Fontainebleau, France). The premise: because any company's management practices go stale over time, the best approach is to implement change even when everything is working well.

For example:

- Choosing proven leaders can result in resistance to new ideas.
- Deep customer relationships can

lead to dead ends.



- Clear targets can lead to lack of cooperation and silos.

The solution: companies need to blend tension with cooperation, and create organizations that are unstable by design.

Bob Marley was right: you've got to [Stir it up](#).

### 10 Ways You'll Know The Lighter Side

**The 10 top reasons you'll know that the economy is *really* bad.**

10. The White House trades in the presidential limo for a [Prius](#). 
9. Instead of driving, you think, "Shucks, it's only five miles. I'll just walk."
8. Al Gore moves into a bungalow.
7. Your neighbor plants corn where his lawn used to be, and builds a still to make ethanol.
6. Food costs so much that the news reports an epidemic of underweight Americans.
5. Exxon's CEO starts commuting on a [Segway](#).
4. "Half-gallons" of ice cream shrink to 1.5 quarts. (Oops, that already happened!)
3. Taxis replace cars with [pedicabs](#).
2. Congress votes to pay itself in [zlotys](#).
1. Service stations sell by the pint. 

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