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## **VIEWS FROM THE TOP: DON'T IMITATE, INNOVATE**

*In this current slowdown,  
do Singapore companies need to reinvent themselves with new products,  
new markets and new strategies?  
What else do they need to do to increase sales of their goods and services  
at home and abroad?*

**The Business Times, 9 March 2009, Daniel Yew (CEO Spinn)** – LATE last year, a friend said her company's FY09 revenue quota has gone up. Then within the last two months, I learnt of two other companies whose FY09 revenue quotas had also gone up quite a bit. And I'm thinking, "Are they simply not facing up to reality... or am I missing something?" Then I received the real shocker: my friend's company had exceeded its Q1 targets despite the increased quota!

It seems that their achievement in this climate stems from how they were driven to relook markets. I, too, have started relooking my targets and quotas, and am increasingly convinced that there are increased opportunities for companies in this environment. There may not be enough for everyone around the world, but Singapore companies need not fall within that "everyone". We absolutely need to reinvent ourselves, be it with new products, markets or strategies, as these times are perfect for strategic pursuits, when distractions are few and commitment is high.

First and foremost though, Singapore companies, from the top man down, need to reframe our minds. We need not be the "everyone" in the world; we need to believe that there are opportunities abound for us in these economic times; we need to surface plans based on these beliefs. Only then will we be on the path to growth.

## **About SPINN**

SPINN is a leading creative video production company which specializes in producing videos for sales, marketing and corporate needs. SPINN consistently delivers high quality work with service excellence, making it the preferred creative provider amongst leading companies and organizations seeking to communicate their marketing and corporate messages in an effective and compelling manner. SPINN's creative videos help brand companies, close sales, launch events, raise funds and recruit talent.

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