

# Getting some new parents

Heading into week 9 there was a lot of things we need to consider and sort out regarding our team and decisions. First of it was the first week everyone looked happy and had a smile on their faces as our SHV finally went up, but then there was just one problem we had to work out.. the fact that we had been taken over. Not really know what this meant, or what would happen to our team we were all a little bit concerned and decided to meet up with the team that took over us (our parent company you could say). One major problem we faced is what they would do to us, would they drain us of our money? Sell us? We weren't too sure but after chatting with them and Peter we found out that it was only beneficial for them to help us grow and succeed because that would mean they would also grow as a company. Which made us a lot happier to know that they are less likely to "screw us over".

There is a lot of untapped potential in data (Baghai et al, 2009), which will lead to growth for your company but also separate you from your competitors with the chance of unlocking a competitive advantage and the potential need for change. Which i believe is very true especially in terms of MikesBikes, there is so much data that im sure we are unaware of or aren't looking at right, but by taking full advantage and analysing some of this there is a higher chance of being successful – which to Baghai, Smit, & Viguerie (2009) found to be true as the companies who took the approach were successful with their overall growth rate increasing. Comparing this to my team i would say we have finally been able to find our competitive advantage and we are slowly growing both as a firm and as a team.

In the past few weeks and this week especially we have been able to analyse data properly, and a lot of things has become a lot clearer as we are able to alter and change what we were doing wrong previously, which helped immensely. It may have taken a while but my team and I are finally doing quite well and I hope it continues this way for the upcoming rollovers.

## References:

Baghai, M., Smit, S., & Viguerie, P. (2009). [Is your growth strategy flying blind?](#) *Harvard Business Review*, 87(5), 86--96.