



Generation **Why Not?**

Generation Why Not? An Attitude

Generation Why Not? is an attitude that spans across many ages. I'd like to focus on the basics of Market Disruption, Brand Innovation and Personal Reinvention in this blog post.

Market disruption basically asks the question, "Why keep the status quo?" And the entrepreneur, c-suite and expert are always asking "Why Not?" Or, as one of the CEO's of a financial company I interviewed for my new book said, "Why, to their Not?" I love this way of thinking. He said I could use it!

Brand innovation basically asks the question, "How can we keep our brand fresh and relevant." It is my opinion and observation that those companies, big or small, that keep this question in the forefront of their everyday priorities will have a much better advantage in keeping their ideal clients and attracting others as well.

Personal reinvention ranges in age from teens to 90 year olds. Most recently, I read an article of a 90 year old woman who rides a motorcycle and has for years! This is the age of reinvention, whether it is a 90 year old reinventing her lifestyle or a 50-something starting their own business after being in the corporate world for most of their working life.

I leave you with three questions:

Are you asking "Why Not?" from the status quo of your work and how you do things?

Are you keeping your business brand relevant?

Are you reinventing the way you see yourself and the possibilities of what you can do by simply asking, "Why Not?"