



## Pivoting Your Business

- **Business pivot definition:** Making fundamental strategic changes to adapt to market demands
- **Recognize when to pivot:** Listen to customers, analyse market trends, and honestly assess what's working
- **Define clear new direction:** Thoroughly research and plan before deciding whether to alter products, target new audiences, or change business models
- **Communicate transparently:** Clearly explain the pivot rationale and benefits
- **Start small and test:** Make incremental adjustments and test new approaches before full
- **Maintain flexibility:** Stay adaptable as business environments are fluid
- **Reframe perspective:** View pivoting as growth and adaptability

