

Acting vs. Reacting

In the face of unprecedented change at an unprecedented pace, do you have adequate time to prepare and strategize before you react to changing business conditions? Probably not. You are likely acting and reacting throughout any strategic planning process. You use the intimate knowledge of your company and clients to continually adjust your strategy to capitalize on growth opportunities and effectively react to negative business conditions. IPA is no different.

In 2005 IPA set out on a path to redefine its messaging, branding and service offerings to address the changing needs of the premedia service provider. We set out to assist companies who were seeking to increase workflow efficiencies and capitalize on their workflow competencies. While that strategy was sound, along the way the definition of workflow has become blurred as imaging production moves upstream and downstream, across multiple industries and business types. So, as business conditions change so must IPA. The IPA Board of Directors has determined that IPA—its Board, staff and resources—should be repositioned to meet the changing needs of this expanding audience.

A strategic task force has been formed to define the process for implementing this strategic change over the months and years ahead. The team has made some preliminary recommendations.

While imaging workflow processes are increasingly being implemented at the level of content creator or corporate in-plant, it is suggested that IPA concentrate its resources on the processes within the complete imaging workflow—not at any specific position within that workflow. It is proposed that IPA not represent any particular industry—or segment within that industry, but represent the processes that comprise the imaging workflow. We may

represent a variety of views from that perspective, including how to improve and profit from imaging workflow capabilities, but not limit or target our resources to any one industry or segment.

This position would allow IPA to develop targeted resources for an ever-expanding array of companies, individuals and industries struggling with imaging workflow management. IPA can lead a global effort to expand their workflow capabilities wherever the need arises. Whatever the client, whatever the media—IPA resources will address imaging workflow management for cross media output.

As we travel down this new path, I welcome your input and direct involvement in helping create the next phase of IPA's strategic future.



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