
REBOOTING YOUR CAREER TO THE DEMAND OF THE NEW ECONOMY

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Abstract

From the days of ancient history, individuals, organisations and kingdoms headed by feudal lords have risen and fallen due to insensibility to changing human, organisational and community perceptions. This is more rampant at times of rapid industrial, organisational and societal changes as prevalent in recent times. This paper examined the concepts of change in the new economy and the essence of rebooting and re-branding the people, business organizations and governance to meet the realities of the moment. The recommendation of the paper includes ICT compliance, training and development and effective leadership as panacea for meeting changing demand in a dynamic business environment.

Key Words: Career, Rebooting and Re-branding.

Career ascension is a management function that cut across all spheres of the living that desires a better tomorrow. Life is a challenge. Time changes and man must learn to change with time to survive the numerous challenges hence, every purposeful being carefully plan ways through life on time and, this defines their career path. Change could be intentional or unintentional. When change is intentional, it reflects a progression in a systematically planned process of ascension but, when it is unintentional then, it shows a failure or hindrance in the attainment of set goals and so, requires urgent and emphatic response from the individual, organisation or nation suffering the systemic failure. Then, it is time to reboot the system and, effective rebooting must be complemented with re-branding to realise a new creation.

Conceptual Framework and Literature Review

Rebooting is a computer-related term that defines a process of restarting the system. When a system is started from the original switch-off which is necessary if the system must be used, the computer is allowed time to reboot. Rebooting occurs when the system is experiencing issues that could lead to malfunctioning of the system. At this stage, nothing meaningful can be done until the system is forcefully restarted. If the power to the system is physically turned off and back on again to cause an initial booting of the machine, this is known as cold or hard reboot but, if reboot is caused

without recourse to the power button or switch, this is known as warm or soft reboot. Generally, rebooting a running system, whether computer, human, organisational or a nation, is a sign of serious problem that calls for urgent attention. While a rebooted system is followed with refreshing, in the case of the computer, to enable it work better, human rebooting is supported with re-branding.

Re-branding is the way businesses and individuals repositions to respond to the demand for the new economy. The environment of business organizations around the world today continues to grow with a rapid growing complexity and volatility of markets due to sophistication in technology and competition. In the face of this growing complexity in business environment, the sustainability of the businesses is the key strategic objective of every business organization in order to expand its business frontier and to adapt to the dynamics of the business environment.

The essence of re-branding in the business industry according to Asemah (2010) is the development of people with change in their attitude, leading to change of habit. This means that just changing things without concurrent change of habit or attitude is not a healthy development. Re-branding is seen as a changing process of knowledge, attitude and practices of business organization hence Kaikati (2003) suggested that re-branding consists of re-branding, re-structuring and re-positioning,

Types of Re-Branding

Re-branding necessitates synergy between marketing, human resource management and strategy, organization's leadership and ICT (Hatch & Schultz, 2003). It determines the involvement of different stakeholder groups like Staff, customer and agency involvement at varying levels in the process. (Lomax & Mador, 2006)

According to Muzellec and Lambkin (2005), re-branding can be categorized into two dimensions and both dimensions include changes in business aesthetics and in the business position. In their view, *evolutionary re-branding* involves a fairly minor development in an organization's positioning and aesthetics that is so gradual that it is hardly noticed by outsiders. This involves change in employee's attitude, culture, missions and objectives of the organization. While *revolutionary re-branding* involves a major, identifiable change positioning and aesthetics which fundamentally redefines the organization. This change is usually characterized by a change of name and it is used as an identifier for cases of revolutionary re-branding.

Actions taken to cope with these environmental pressures and its impact on company's operations, and the organization has been the topmost priority of most business organization. In view of this, Keller and Lehmann (2005) stated that re-branding has appeared as a top business organization's priority in the last decade due to the growing realization that brands are one of the most valuable intangible assets that firms need to reposition their business activities. It reflects the effectiveness of a

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business effort in key areas of the business organization as well as the complete experience that customers have with organization.

Processes of Re-Branding

Rodrigue and Biswas (2004) noted that re-branding is basically changing an organization's name, targeting and repositioning the organization's offer to its customers and the general public. It is usually done to assign new meaning to an existing product or organization. The focus has mostly been at the business level because the objective is, in most cases, to be able to alter or extend the business existing associations and to align the new image to new associations.

Organisations need to know the attitudes, feelings and opinions of the public towards its programmes, policies, etc and this is only possible through effective re-branding (Asemah, 2010). He further noted that re-branding is a gradual process of bringing about positive attitudinal change in the people. It is a continuous process of improving customers living condition through positive change. It means that the people needs to be informed thereby leading to positive attitudinal change.

Benefits of Re-branding

According to Estelle and Krishna (2014), re-branding creates countless opportunities for companies to advance their business performance and capitalize on market share to profit. Mohammad (2012) posited that re-branding in business is one that is able to determine the organization's success to such a degree that it can withstand competition, and to the extent that even when there is a new development in the business, it is still capable of repositioning the business especially when the growth of the business organization relies solely on the good judgment of its environment.

Systemic Failure and Rebooting Strategies

Generally, rebooting and re-branding are responses to failure and every failing career needs re-engineering. This could be human system failure, individual failure, organisational failure or national failure.

Human System Failure: This is a situation when the body system is not functioning as expected. This is not common for younger persons, between the ages of 1 and 40 due to stronger body immunity and resistance to ailments but, much more common with older persons as the body system gets weaker with age.

Human System Failure Rebooting Strategies: When the problem is emotional, it could be combated with prayers and, when it is physical, it can be controlled through regular exercises, medical attention, dieting etc. Whichever is the case, counselling and professional medical attention is required.

Human Failure: The desire of every man is to be the best at all times. No man is actually born a failure. At times in life, every effort tends to bring failure. Whoever is concerned at such times needs to reboot his system. The difference between the rich and the poor is in the way they respond to circumstances. The first step is to establish probable symptoms of constraints with a view to finding lasting solution. While some people see every failure as a challenge that must be surmounted, others see failure as a perennial problem that is beyond redemption. Such pessimists may find it difficult to make it through life except they reboot their system on time.

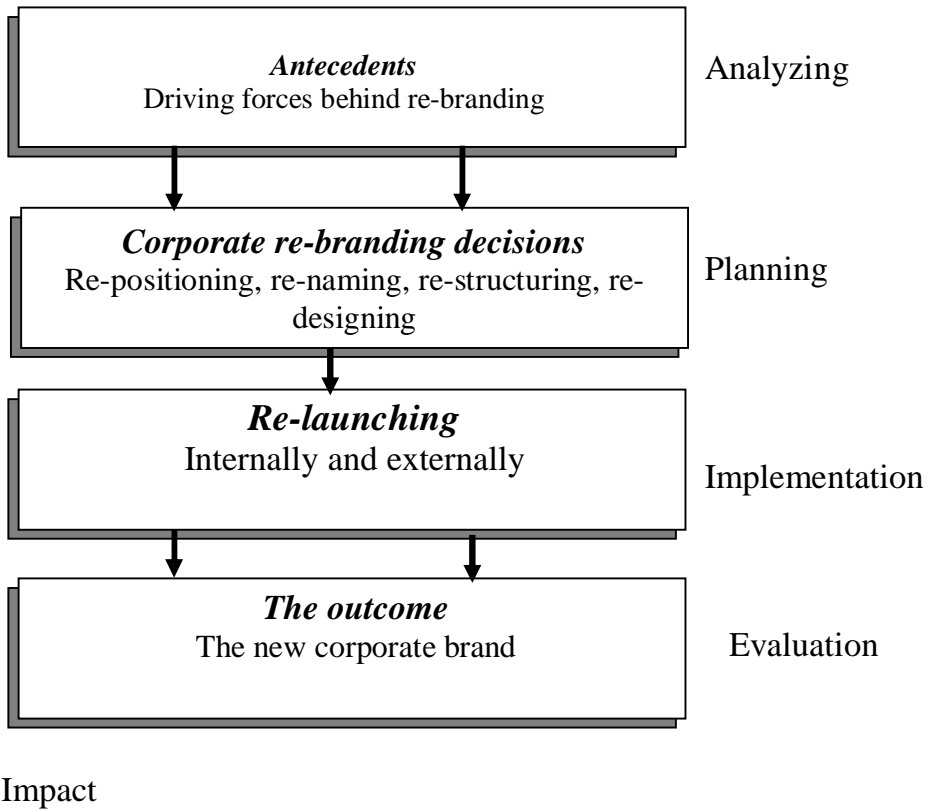
Individual Failure Rebooting Strategies: The individual needs a change of attitude to life. There is the need for effective training and development agenda that must be vigorously pursued. They also need to pay adequate attention to research and other little things that matters, including their leadership style and relationship with others,

Organisational Failure: Business organization is a social organ established to satisfy specific needs of the society, community or individuals and this entails the profitable exchange of goods and services. However, many business organizations are not able to realize the essence of their creation. Business failure occurs when company stops operations due to inability to break-even or meets set goals. This could be due to many reasons

Causes of Organisational Failure: Most businesses crumble due to poor management decisions and lack of public interest in their products. This may include lack of experience, insufficient capital, poor inventory management, poor credit arrangement and unexpected growth of small scale businesses. Such organisation needs to reboot its operations with enabling re-branding format.

Organisational Failure Rebooting Strategies: Rebooting a failed business entails a number of articulately synchronised results-oriented steps. This commences with causes of failure through a well patterned research analysis. This is followed with planning, implementation of the plans and evaluation of the implementation for effectiveness. This process only works with adequate staff training and development, injection of few vital fresh hands and management by objective. This explains Muzellec and Lambkin, (2006) assertion that the main drivers for business re-branding are decisions, events or processes causing a change in business structure, strategy or performance of sufficient magnitude to suggest the need for a fundamental redefinition of its identity.

Below is a simplified business re-branding model:



Source: Adapted from Ahonen, M. (2008a), “Clarifying the stage of corporate branding research (1996-2007): a literature review and a classification”, *Proceedings of the Australian & New Zealand Marketing Academy Conference ANZMAC, December 1st – 3rd, 2008, Sydney, Australia.*

Figure 1: Corporate Re-branding Process: A preliminary Theoretical Framework

National Failure

The welfare of the people is primary aim of government. Governments across the world are constituted to give the people better society where basic amenities are made available to the populace at affordable rates and to provide adequate security to enable the people live in a harmonious society. Public services include agriculture, communication, defence, education, environmental protection, health services, maintenance of law and order, power and electricity, town planning, transportation, waste management, provision of portable water etc. According to Omoregbe (2013), a government fails when these services get beyond the reach of the people and this calls for rebooting and re-branding of the continuous existence of the nation and, it calls for rebooting and re-branding of the nation

Re-branding is very important to the extent that a nation's foreign image is a major index in judging her standing vis-à-vis other nations. Nworah, (2006) observed that governments and countries are beginning to employ branding and marketing techniques to sell their regions and countries to the rest of the world, in order to increase their international profile, attract foreign direct investments and make the places ideal destinations for tourism and trade.

National Failure Rebooting Strategies: The government can reboot a nation's economy through re-branding. Re-branding a nation simply means to redefine the concept of nationhood and engage wholly in the process of national renewal to attain a height where national interest is exalted far and above personal, religious and regional interest (Prince, 2009). This step is aimed at renewing the dreams, hopes and aspirations of the people. The government can enjoy the full support of the people through the provision of adequate amenities and employment for the people, the enabling business environment and ensure that the socio-economic policies are set right. If effectively adopted the people are affected positively thereby preparing the populace to accept and support government plans and policies.

Summary

Change is natural. Every individual, business or nation's career is bound to experience down turn in a life span and actions must be taken in time to reboot. There are two types of reboot which are cold or hard reboot and warm or soft reboot. After rebooting, re-branding becomes necessary for repackaging. There are equally two types of re-branding: evolutionary re-branding and revolutionary re-branding. Whichever option is adopted is dependent on prevailing challenges but, for more effective results, re-branding must revolve around the processes of analyzing, planning, implementation and evaluation. Re-branding is important to the extent that a nation's foreign image is a major index in judging her standing vis-à-vis other nations and this can be achieved through redefining the concept of nationhood and engaging wholly in the course of

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national renewal to attain a height where national interest is exalted far and above personal, religious and regional interest

Conclusion

The challenges of life are similar to those in the human system, individual life, organizational existence and national development. Similar solutions are also required though in varying dosages. The causes of failure must be analyzed in all cases, necessary plans must be instituted and implemented before evaluation. If the system continues to fail, there is need for persistent rebooting till your career comes back on the right path.

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