Twitter Thread by Bayo Adeyinka



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The Law of Speed

Speed has become an important element of strategy.
Regis McKenna

I got there as they were opening the door at 8am yesterday Friday. I wanted to send copies of my books to @Rovingheights at Surulere.

After putting the books on their scale to measure the weight, I was given a bill of N30,000. I filled the accompanying form and was about to pay when the lady at the front desk of this courier company told me that the books would be delivered on Monday. I couldn't believe my ears

You mean I'm sending books from Lekki to Surulere and it won't get there next day? And I'm going to pay N30,000 for waiting for that long? Friday to Monday?

I took back my books and left. I checked google for another courier company closest to me. I saw one in Victoria Island and drove there. The lady at the front desk gave me a bill of N16,000 for next day delivery. The time was 9am and I insisted it should be delivered same day.

She called her supervisor in my presence and I heard her supervisor say I had to pay twice the amount if it will be delivered same day. That's N32,000 from Victoria Island to Surulere.

I called my sister-in-law. I know she patronizes dispatch companies a lot. I wanted her to recommend one. She tried a few who were not certain they could handle the number of books I wanted to send. Then she asked if I would try Uber. I never thought of that.

I didn't have the app so she booked a ride for me. In 5 minutes, the car was at my location. I put the books in the boot of the car and the Uber drove off.

In exactly 41 minutes, the Uber driver was at Roving Heights BookStore, Surulere. And my bill? N2,120. I was elated. I've moved Uber to the front row now and totally eliminated the courier companies from further consideration.

In the world of business, size is not a consideration when speed is available. Agility is key. Your ability to quickly respond to your customers and the dictates of the time is what will guarantee your continued relevance.

The smaller is able to overtake the bigger if they can run faster. This was what happened in the late 90s and early 2000s.

The leading financial institutions then thought size was all that mattered until the smaller institutions leveraged on their nimble size, tweaked the processes and did everything faster.

While the bigger corporations were complacent and did ‘armchair banking’, the smaller ones innovated and added speed. The rest, as they say, is history.

If you’re a small player in a big industry, think speed. Look at the processes involved in your business and find a way to execute faster. Speed will make you valuable and grant you referral businesses.

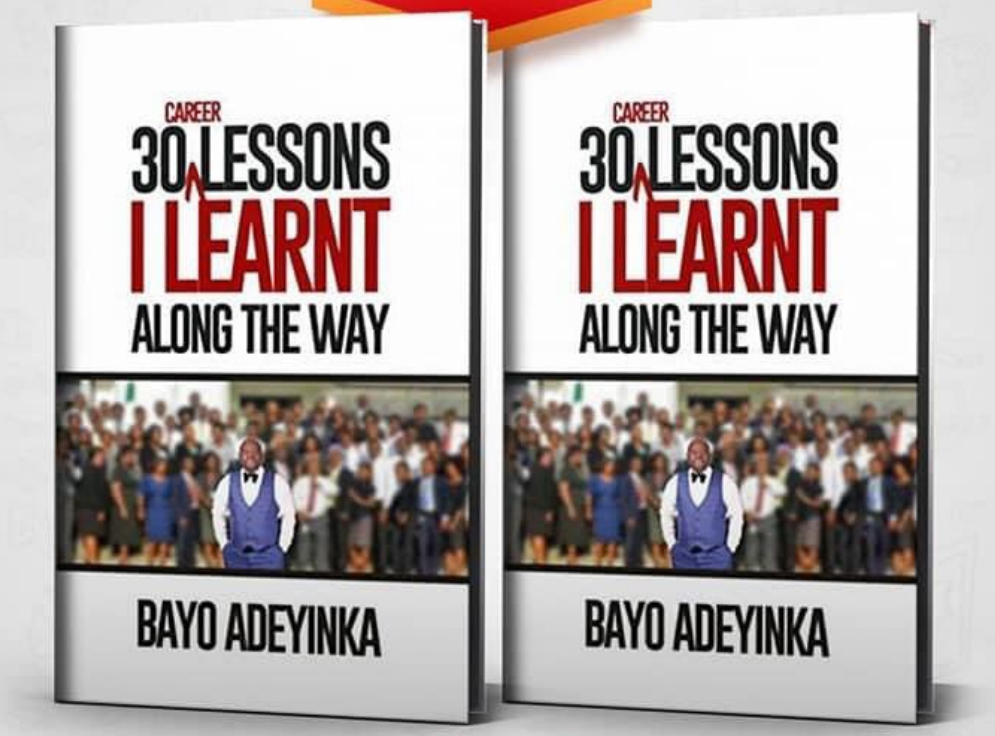
Bayo Adeyinka

My books are available by sending a DM to @Rovingheights . 30 Career Lessons I Learnt Along The Way was one of @Rovingheights Bestselling Books of 2020.

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