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ASA Launches VITALITY To Help Its Members Not Only Survive, But Thrive In A Time Of Disruptive Change

VITALITY is a comprehensive suite of tools that lead distributors to strategically transform their business for relevance and success in the age of Amazon.

[Chicago, IL, January 3, 2020] - Today, ASA introduced the VITALITY suite of tools that allow business leaders to address the urgent need of preparing their businesses for success in today's dynamic market. Disruptive technologies, changing demographics, market uncertainties, changing customer demands, non-traditional competitors, and alternative channels are colliding to change the definition of success for distributors. VITALITY provides the tools that allow a business leader to assess their business, set meaningful goals for the future, create a meaningful strategic plan, and enhance their ability to execute that plan to meet their goals. Together, these tools provide a research based and best-practice platform for growth, profitability, and long-term sustainability. VITALITY has been created for all ASA members including small local businesses, regional players, and national enterprises.

VITALITY 

VITALITY was conceived from the realization that business leaders become mired in the day-to-day functions of the business while simultaneously being bombarded with disruptive market, competitive, technological, and customer pressures. ASA members have reported that time to think and act strategically has become scarce in today's rapidly changing business environment. This inability to look beyond today, and to focus on the future makes it very difficult and unlikely for the business to improve.

“During the last Emerging Leader conference I was talking with other next generation leaders poised to become their company’s top executive in the next several years,” offered Chris Reynolds of Plumbers and Factory Supplies. “We concluded that slowed growth, reduced profitability, and loss of relevancy in the market are potential results for those who can not or elect not to strategically plan their future. We also agreed that we can’t allow the prior generation’s success to lull us into complacency expecting what worked for us yesterday will produce needed results tomorrow.”

VITALITY delivers a four step process for leaders to create the business transformation they determine necessary for future relevance. Whether the ASA member is comfortable with her firms performance or pushing for change, the tools within VITALITY have been designed to meet the member where they are. The four steps of the VITALITY process:

Step 1: Business Transformation Assessment

At the core of VITALITY is the new digital business assessment that allows each member to confidentially examine their need and readiness for business transformation. The assessment illuminates strengths, vulnerabilities and organizational ability to effectively compete in a rapidly changing market. This assessment has been developed by a credible research firm, that has created a profile of essential traits of world-class distribution organizations in three categories - small local distributors, mid-size regional players, and national enterprises ensuring relevance of the assessment for all ASA members.

Step 2: Set Meaningful Goals

Following the business transformation assessment the members will be led through a process of goal setting to develop the vision for change and transformation they want to lead throughout their organization. Building upon their self-assessment this goal setting process will lead the members to set specific internal goals addressing:

- Where is this industry headed?
- How does my organization fit in it?
- What change must I lead to improve and ready the business for success?

Step 3: Developing Comprehensive Strategic Plans

VITALITY incorporates a transformative strategic planning program. The program provides an advanced strategic planning model, framework, and tool kit as well as process for turning strategic decisions into performance and results. It enables the participating teams to accurately diagnose their current situation, generate challenging yet feasible growth scenarios, and build a common vision of where they need to go and how to get there. Over the course of several months and several workshops, this program provides the education, process, and support to guide executive teams in crafting their strategic plan for the future.

Step 4: Advancing Execution Excellence

The VITALITY strategic planning process focuses on continuing to provide guidance and support to operationalize the plan. The participating teams will progress through capstone projects to execute the strategic plan. Additionally, continuing support has been built into the VITALITY suite of services. Two aspects of this support include:

- ASA arranging for an experienced facilitator who provides advice and counsel while serving as the confidant for executive leadership.
- A “tool box” of proven tools, resources, and frameworks that can be used as needed to enhance execution of the defined strategy.

“VITALITY is an unprecedented and game changing innovation for our members,” says Mike Adelizzi, CEO of ASA. “For our distributor members to remain relevant within the rapidly changing marketplace, they need to be forward thinking, have a sense of urgency, build organizational capabilities that the market will demand tomorrow, execute with excellence, and in some cases re-invent themselves. The suite of resources integrated throughout VITALITY, have been designed from the ground up to inspire and guide them in this quest.”

ASA members are encouraged to visit the VITALITY website that went live today. There they will find among the resources, a three minute video outlining the offering and explaining how to get started. The curriculum for the strategic planning program is also provided along with an application to be one of ten member organizations who will participate in the first program.

“I have had a chance to look at VITALITY closely being on the guidance committee and this suite of services is precisely what our members need,” says Kip Miller, President of Eastern Industrial Supplies. “There are times when we as executive leaders feel isolated and question what the right strategy for the future is. Until now, I had no single place to go to find those answers. With VITALITY I now have the resources at my disposal to educate myself and my team on the speed of change, honestly assess our business, and to develop and implement a plan for the future. I’ve never been more excited to lead our company into the future than I am now, knowing the leadership team at Eastern will leverage everything VITALITY has to offer.”

To learn more and begin preparing your business for the future, ASA members should visit the VITALITY website, and register for the free informational webinar.