

Overview

“WHAT IS *syncplexity*?”

syncplexity is a comprehensive competitiveness model designed to facilitate effective business transformation.

As a model, it establishes guidelines that make it possible to predict and guarantee the result that will be obtained from the transformation actions the enterprise will carry out. On the other hand, the fact of being integral allows developing coherent business dynamics, with the benefits that this principle brings to its sustainability.

From this point on, if a company asks itself why it needs to transform, the answer is simple: because environments have changed, are changing, and will continue to do so at an accelerated and perhaps disruptive pace. We have recently witnessed a shift from highly competitive markets to hyper-competitive ones. What will the next transformation be? It is still too early to say, but there is no doubt that if companies do not adapt their business model to the parameters of hypercompetitiveness, prosperity in the medium to long term will be seriously compromised.

What is the transformation proposed by **syncplexity**?

Fundamentally, the transformation proposed by syncplexity consists of moving from a model based on the offer and promotion of products through advertising messages to a prestige model, where the customers themselves perceive the added value and disseminate it.

One of the most distinctive features of the model is that it provides the keys to generating, systemically, authentic emotional bonding between the brand and its customers.

The concept of prestige proposed by syncplexity refers to a competitive capacity based on a “constant and intensely growing appreciation towards what a business/brand offers so that it can become the consumer's preference.”

The syncplexity model began to be developed in 2001. Since then, it has been tested in different countries, most notably in Spain and Mexico, and in several business sectors, including industry, construction, and tourism. Since 2018, the model has proven effective in transforming retail in various towns, such as St. Carles de la Ràpita (Tarragona) and Alcoy (Alicante).

A hypercompetitive market is considered one in which many players offer similar products, where it is easy for new competitors to enter, and where maintaining the ability to offer unique features is short-lived.

The ultimate test of whether the job is well done or not, of whether the emotional bonds are real or not, robust or not, will always be the impact that a severe crisis may have on our business. If the company can survive with its own resources, maintaining a sufficient volume of business, it means that genuine emotional bonds have been generated. If not, it means that the job is not well done.

All business establishments that have adopted the syncplexity model have been able to overcome crises such as the financial and real estate collapse of 2008 or the one caused by the COVID-19 pandemic in 2020-21.

A glance at the retail

To develop a prestige model, it is necessary to introduce a series of changes in our business, more or less numerous, more or less profound, depending on the foundations we have. In particular, retail must be willing to correct three critical errors that occur on a widespread scale.

The first change should be to stop trying to sell “things” and start offering unique and appreciated features. The second one is to correct the poor support in commercial and financial data for decision-making by working with structured information. To correct the third of the errors that most affect business competitiveness -which is also a prerequisite for fixing the first of the mistakes listed above- we will have to incorporate the customer’s voice into our business flow. The problem is that we do not know how to, nor can we, listen.

Finally, we must bear in mind that the unavoidable requirement for eliminating these errors is personal development, individual change; a profound transformation in many cases. Without this, organizations will not be able to fully utilize the listening process's potential fully nor sufficiently develop creativity. The final consequence will be that those organizations will not be able to create sufficient substantive features (unique and appreciated benefits), nor will they be able to generate authentic and robust emotional brand-customer bonds.