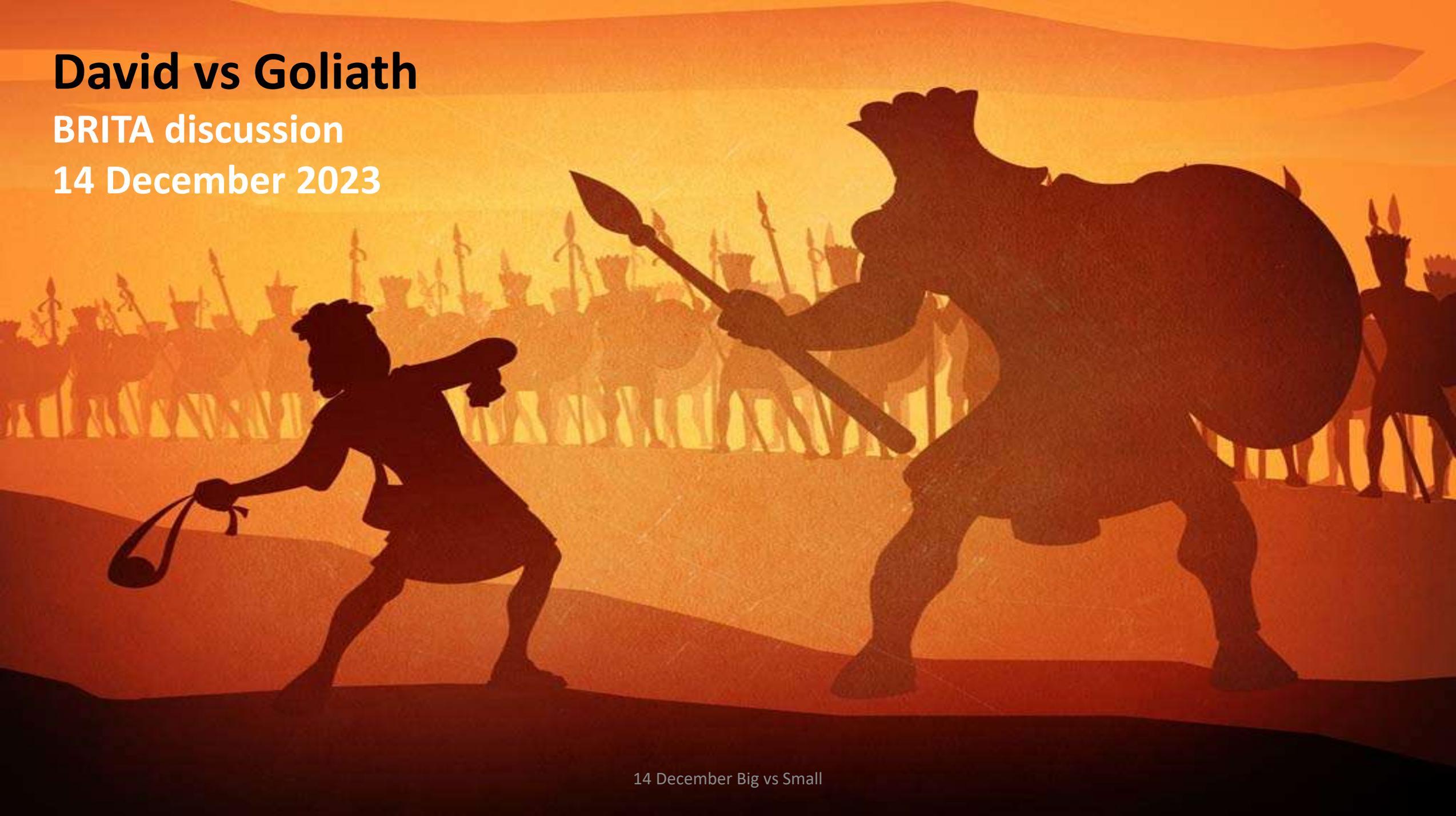


# David vs Goliath

BRITA discussion

14 December 2023





Ask yourselves, in your mind is  
the frame...

Big vs Small

Good vs Better

Slow vs Fast

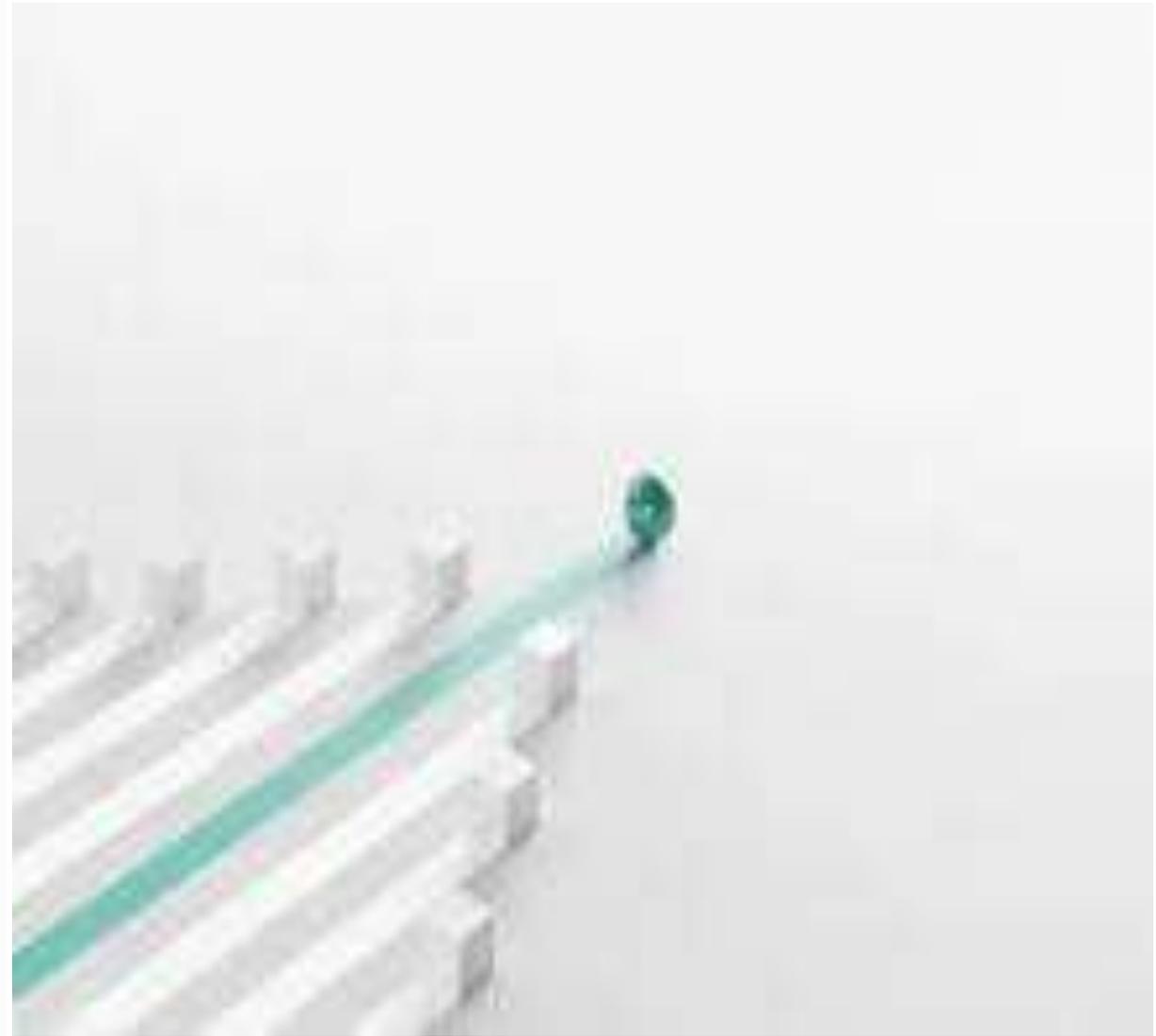
Bureaucratic vs Inventive

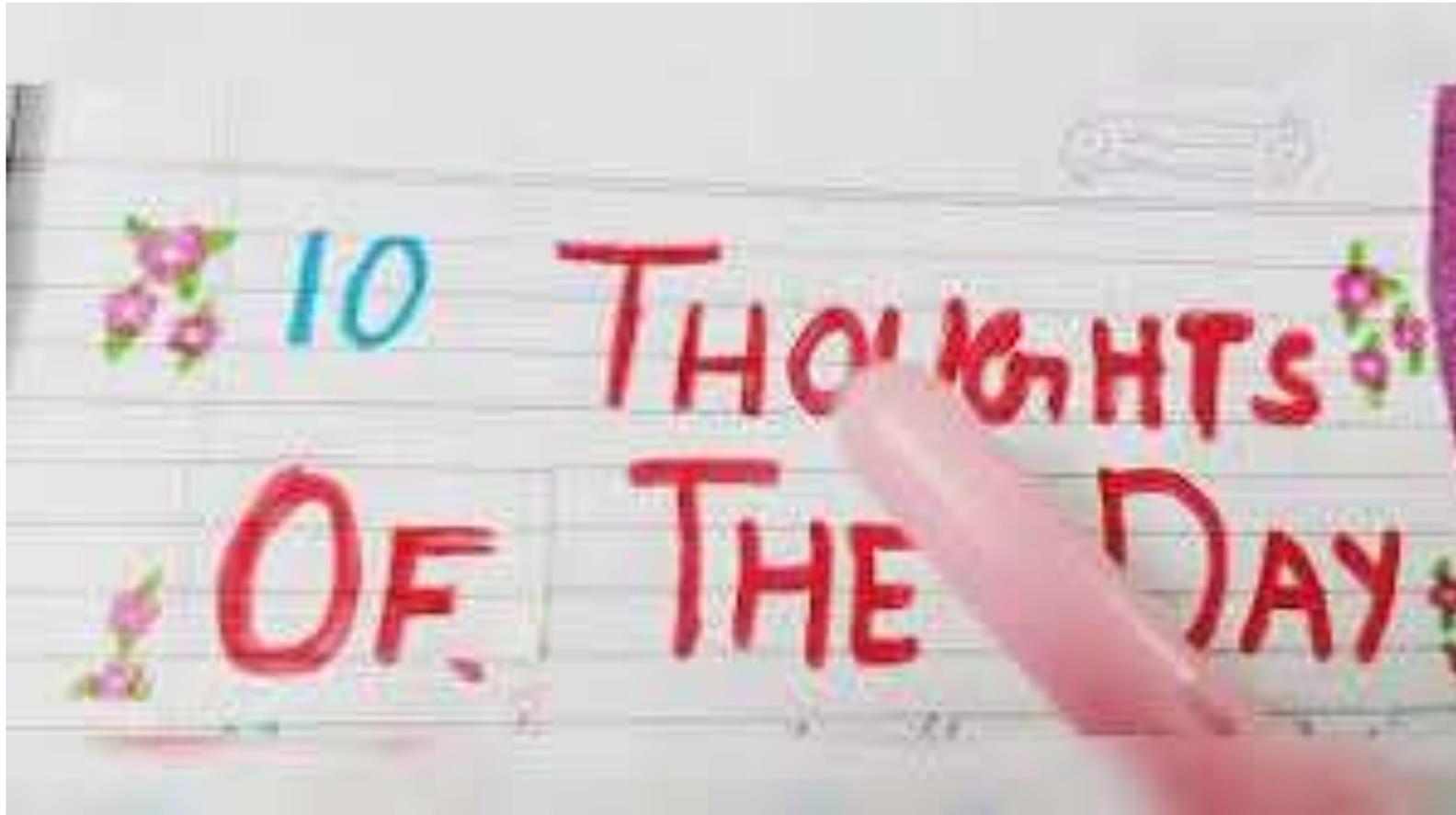


**Every big company was once a small company, however, not every small company will become big.**



The paradox is that every big company says it behaves like a small company while every small company wants to be seen as big.





10  
thoughts  
for a small  
company

1. Big companies  
have *process*, small  
companies have  
*passion*



PROGRESS

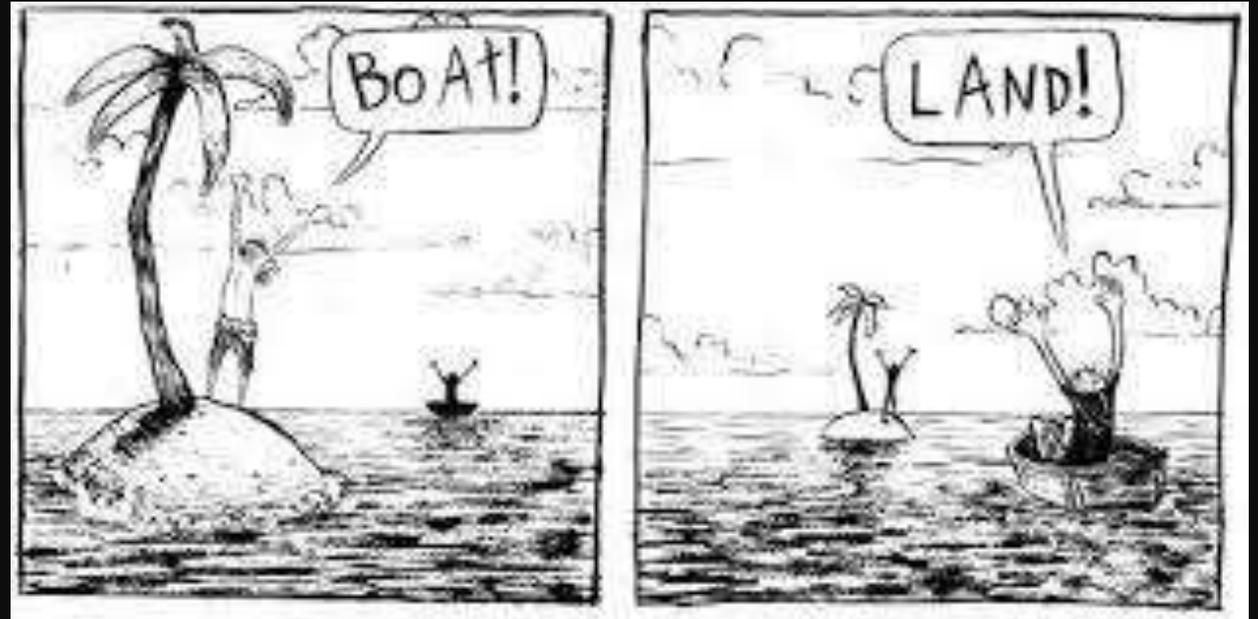


PASSION

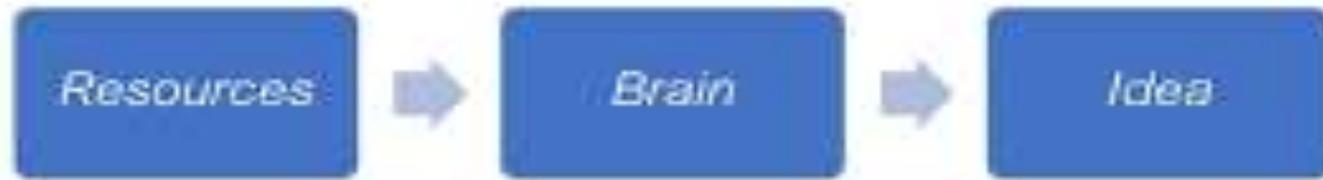
Commitment  
beats  
Committees

2. Big companies  
have *committees*,  
small companies  
have *commitment*.

3. Every manager in a big company has a *Point of View* while every manager in a small company should have a *Point to Prove*



4. Big companies tend to be *resource rich and idea poor*, small companies tend to be *idea rich and resource poor*.



5. Big companies  
are *mechanical*,  
small companies  
are *maniacal*



# WINNING VS. LOSING MINDSET



@MUSCLEANDSTRENGTH

**MS**

## WINNERS

SAY "IT MAY BE DIFFICULT,  
BUT IT'S POSSIBLE"

SEE THE GAIN.

SEE THE POSSIBILITIES.

MAKE IT HAPPEN.

**MS**

## LOSERS

SAY "IT MAY BE POSSIBLE,  
BUT IT'S TOO DIFFICULT"

SEE THE PAIN.

SEE THE PROBLEMS.

LET IT HAPPEN.

6. Big companies are *scared of losing* while small companies are *excited about winning*

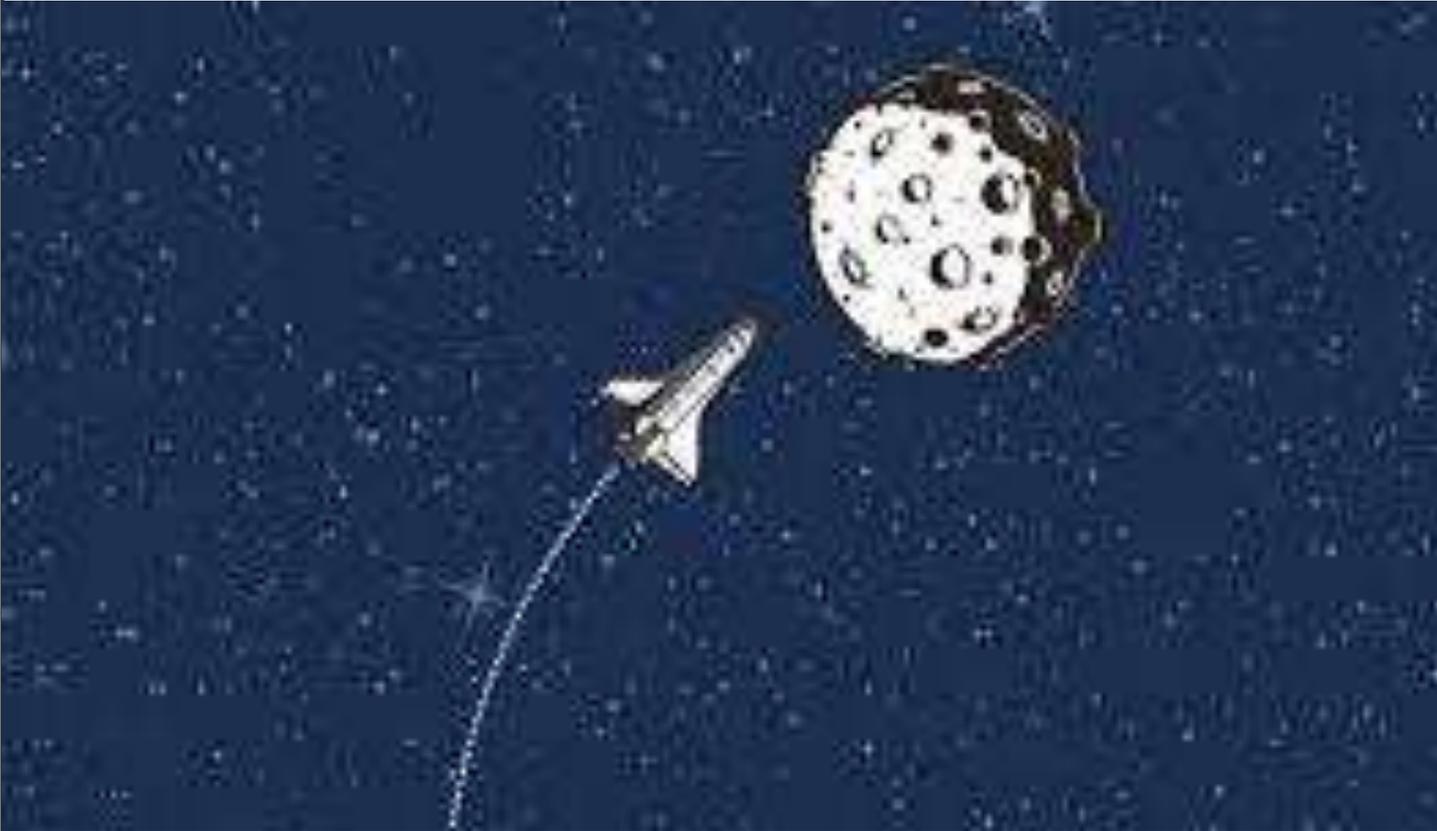
7. Big companies have *old knowledge*, small companies have *new insights*.





LOVE  
HATE

8. Big companies are *feared/hated* by the eco system, small companies are *loved and backed* by the ecosystem.



9. Big companies want *GDP growth*, small companies want *moonshot growth*.



**PLAN**

[ YOUR EXECUTION ]

###  
GRIDMOVES  
INTERACTIVE

[ EXECUTE ]

YOUR PLAN

10. Big companies spend their time *planning* but not executing, small companies *execute* and plan based on execution.



