

Chapter 4

A Professor's Perspective on Adaptive Business Growth: Learning, Leading, and Adapting in Disruptive Times

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ABSTRACT

*This work presents a multidimensional perspective on strategic thinking, drawn from the intersection of applied business practice, systems theory, and educational experience. *A Professor's Perspective on Adaptive Business Growth* is authored by a former entrepreneur turned educator who brings over two decades of leadership in technology development and six years of academic instruction across business administration, marketing, logistics, strategy, and organizational design. The text offers a comprehensive, practice-informed guide for navigating complexity and building adaptive, sustainable organizations in an age defined by digital disruption, shifting cultural norms, and accelerating change. The book is anchored in the premise that traditional models of linear strategic planning are inadequate in dynamic, complex environments. It reframes business strategy as an ontological worldview—one that requires system-wide alignment, ethical responsiveness, and intelligent adaptation.*

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A PROFESSOR'S PERSPECTIVE ON ADAPTIVE BUSINESS GROWTH

In an era marked by rapid disruption and continuous transformation, traditional models of business strategy often fall short. Organizations today face a convergence of challenges—technological acceleration, evolving customer expectations, cultural shifts, and systemic complexity. In this context, strategic success demands more than linear planning. It requires a mindset grounded in systems thinking, adaptive learning, and values-driven design.

These passages, *New Business Strategies for Sustainable Growth*, present a multidimensional framework for strategic thinking in a dynamic world. Authored by an educator and former entrepreneur with over 20 years of real-world leadership experience, it bridges classical strategic theory with contemporary insights. Drawing on foundational thinkers such as Michael Porter, Porter, M. E. (1996). Peter Senge, Jim Collins, W. Edwards Deming Deming, W. E. (1986)., and Peter Drucker, Drucker, P. F. (1999). the text integrates timeless principles with modern imperatives—such as digital disruption, AI, sustainability, and organizational culture.

The author brings a unique blend of practice and pedagogy. After founding and operating a custom software firm that served clients including the City of Victoria, the Legislative Assembly, and Oak Bay Police, he transitioned to academia. Over the past six years, he has taught more than 18 different courses in business administration across institutions such as Yorkville University, BCIT, and Camosun College. His students have engaged with over 75 case studies, spanning strategy, marketing, logistics, HR, innovation, and operations—many of which have informed this book's practical lens.

This text is not a traditional textbook. It is a strategic field guide—designed for educators, leaders, public servants, and reflective practitioners. Each section connects theory to real-world systems, emphasizing that strategy is not simply about positioning—it is about listening to the system, designing with intent, and adapting with purpose.

Ultimately, this book invites its readers to view strategy not as control, but as collaboration with complexity—a way to create enduring value through continuous alignment, intelligent adaptation, and ethical leadership.

FRAMING MY ONTOLOGICAL LENS: STRATEGY AS WORLDVIEW

As a business educator and strategist with over six years of experience teaching in Bachelor of Business Administration programs at Yorkville University, BCIT, and

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