

Those who adapt to all habitats are the last survivors

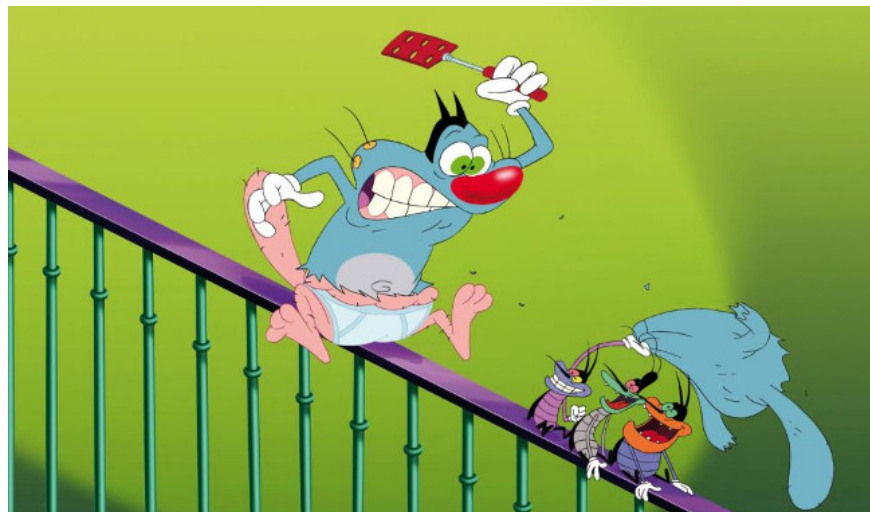
What do you think is the most important thing that determines survival and success? Not the strong or the good will be the winner. People who are adaptable are the last survivors.

As we all know, dinosaurs are an animal that appeared in the Tam Diep period (231.4 million years ago), which is an invertebrate and an animal that dominates the planet during 165, 4 million years and until it was extinct due to a giant meteorite falling to Earth.

In contrast to those powerful dinosaurs, there was an insect that appeared in the Stone Age, about 354 - 295 million years ago, meaning that they were also animals that appeared before dinosaurs but arrived. now it still exists and thrives until now.

"These insects can survive and grow until now because of their adaptability to all habitats. They can live anywhere like wardrobe, toilet, shoe cabinet. . Even if the head leaves the body, it can be independent for a few hours!

Surely you will wonder and ask why the two species are examples. But this example can best demonstrate the current life, to survive must be adapted to all living environments.



Adrian Toh - Potential Development Specialist The leader from Singapore once had a very good saying about this issue: " *Not the strong, or the smart, the better will be the survivor, but is someone who knows best adapted will live. Adaptive = Survive / Succeed* ".

To help you be able to better understand this issue, let's take a look at what happened in the market of watch and phone firms, a fierce battle in the marketplace, the one who won. and development to this day are those who adapt to new things of society, know how to seize opportunities. And those who used to be "hegemony" the

world had to give up the throne and go out in defeat.

Swiss watches, Nokia, Motorola - the "hegemony" the world must abandon the throne and leave in defeat



A few years ago, in the decades of the 70th century, it could be seen on every store or consumer, big magazines favored and talked about Swiss watches very much. But over time, more modern timepieces come out as much as electronic clocks that make Swiss-branded watches gradually lose market share, and now only 2% of the market.

As for the phone industry, Motorola has been ranked No. 1 in the market, but in 1999 Nokia launched a product line called Nokia 3210 that made the market feverish with gaming games. The dictionary at that time was the "Snake hunting".

But then the world changed, eventually the phone companies were also inferior and replaced the position of Apple and Samsung today, resulting in a sad outcome for Nokia when 2013 had to sell itself to Microsoft with a low price. foam 7.16 billion USD.

"Their failure story is very simple. It is adaptive. They don't know how to adapt, fall into a deadlock and lose market share. The world is changing a lot. The ability to adapt is weak. You can only choose to adapt or die," said Adrian.

Remember, during the media meeting to announce that Nokia will be officially resold to Microsoft, Nokia CEO Rajeev Suri said in a choked: "We did nothing wrong, but somehow We failed ". The whole group of employees sitting below quietly lowered their faces and cried.

"He said it wrong," analyst Adrian said.

"He should have said," We don't do anything right to die. "In this day and age, you don't change fast enough to die, but you don't have to do anything wrong to die. Standing still, not improving all will lose market share to

rookies. The success story is Adaptation and Change story. "

Adaptation, Adrian likened to a tall tree in the pasture. In the middle of an immense and empty field, the tree decided to grow fast, grow fast, grow fast . it would break when there was a big wind.

"We are like plants, must adapt to the environment, because adaptation will live. The last survivor is the winner," said Adrian.

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