

# Competitive Dynamics: Swimming with the Big Fish

November 4, 2016

Executive Summary:

This presentation from the annual Competitive Challenges Conference covers how large, multi-product managers compete with small, boutique managers. Here are the key takeaways:

- Focus for larger firms — Maintain a strong, flat leadership structure to enable innovation. Be strategic about product development and product launches. Adhere to an investment culture aligned with client needs.
- Focus for smaller firms — Keep people growing, intellectually and along a career path, to aid with retention. Manage communication and promote interaction by maintaining a single office location. This can be a competitive advantage!
- Align interests, regardless of size — The size of the team linked to the strategy is more important than the size of the organization. In all cases, strive to understand, advise and execute.



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