

Arnon Dror on Why Continuous Improvement Is Necessary in Business

Ivana Popovic October 18, 2018



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great pleasure of meeting a hero of mine, [Arnon Dror](#). Those of you who move in business circles will certainly know who Arnon is, likely from his days of trafficking huge amounts of business to the company during his tenure as VP for Xerox. Something which has always impressed me about Arnon has been his ability to constantly strive for change, improvement and to find new ways of working which can provide more success. During our chat we covered a huge amount of topics, including the chances that his beloved Pats have at this year's Super Bowl. Beyond this however, we managed to drill down in to how he likes to work, and why he believes that constantly seeking to improve is the key to success in business.

Adapting to Change

One of the key reasons why Arnon is so keen to be constantly evolving in terms of his approach to business is that he is all too aware of how quickly things can change. There is a saying in the business world that you either adapt or die, and dying in business has never been something that Arnon wanted to do. With this in mind, Arnon made the decision very early on that he would constantly strive to adapt to whatever is happening in the world of business, to ensure that both he and his business stayed relevant.

Being the Best

Arnon tells me that when he was a young boy, his Uncle had told him that he would never be the finished article, and furthermore that nobody in the entire world, not even the most successful men and women are the finished article either. This is something which stuck very much with the young Arnon and he tells me that since that day he has always viewed life as something which has many floors, and each success or failure will move you up and down the stairs. The idea that he will never be the finished article is what keeps Arnon driving to improve himself.

Complacency

In many cases when a business has failed or an individual ceases to keep striving for success it is because they have reached a position of complacency. This complacency can be very damaging to any business because in order to become complacent, it suggests an attitude of knowing everything, which of course nobody can. When you get complacent you make mistakes, poor decisions and you will generally miss out on key opportunities, whilst those below you who are hungry will begin to overtake. Complacency is something that scares the life out of Arnon Dror and this is why he is constantly pushing to ensure that he never falls victim to it.

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