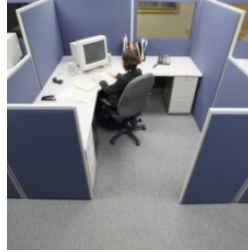


## Planning for a Pending Recession for the Forward Thinking Company



In light of the uncertain economy, it's wise to be prepared for unexpected downturns. Here are some key questions to ask about your company:

Is your product or service recession proof?

Is the product or service essential?

Does the company make itself indispensable in a down economy?

If not, what will you need to do to reposition your product or services so customers see them as necessary?

Have you identified the potential risks and affects of a recession on your business?

Are there areas that need to change or grow to deal with an economic downturn?

If there are changes to the strategic plan, have they been sufficiently communicated to your employees?

Help your employees "own" the strategic direction that your company is taking, by relating the organization mission, vision, values and goals directly to each employee's job. Participate in a conversation that utilizes your employees' talents and dedication. Help them to support a shared and positive direction.

Employees need to have a sense of well-being and a certain comfort level to function productively. They need to know that a 'just in case" plan exists and that someone is on top of it. Most companies are remiss in this area of communicating to their employees that there is a plan in place. It's an obvious strategy, easy to implement and makes an import impact on morale.

Flo Mauri, Lead Coach and Consultant  
Thinking Well Consulting  
718-478-7015, flo@thinkingwellconsulting.com

Find other articles at <http://thinkingwellconsulting.com/articles.html>