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By Richard Hohmann

I have been reading articles in the newspapers regarding the business forecasts for 2008 and most are discussing the right and wrong way to fight a recession. Some feel that the best way to fight a recession is to pump life into a stagnant economy and ease up on loan officers. Others feel that a stimulus plan may ease the pain but is not the economic cure-all.

My concern is that we will continue to take a “wait and see attitude” and suddenly it will not matter what happens when we will find ourselves behind the eight ball. I heard that some people feel that when the economy turns south, downsizing is the best way to get rid of all the non-performers in the company. When I hear that kind of statement, I know we have a management issues and I recommend looking at the management team first. I guess it’s the American way, the easy way out. We don’t have time, energy or resources to train and develop our people. We are still waiting for someone to come up with the quick fix and there is none.

What can we do now that will engage workers and provide some resiliency and versatility to the rapidly changing market condition? Its time is to look inward and outward and conduct a Strategic Planning and Development meeting. But before we do that, we must change our way of thinking and our behavioral styles to demonstrate that we believe in the vision, mission and purpose and we need to focus on engaging our workers in the plan for achievement through these rough times. It is imperative that a Strategic Planning Process is used both at the corporate level, the department level, and the small business level. Our Strategic Business Performance Process is being used by companies of all sizes and the majority of their markets have changed dramatically.

Don’t let the threats and weaknesses take a foothold in your thought process. Focus on what you are doing right and define your “best practices” to ensure that your effectiveness as a company or organization improves even when the business weather conditions are not the best.

Get Involved! Plan the Direction of 2008



The benefits of Strategic Business Development are:

1. Brings the management team and key employees together to discuss the importance of their best practices and reasoned efforts while building consensus about the direction of the company over the next several months or years.
2. Engages both the management and the employee in planning and implementation process of the plan to develop a real sense of ownership and commitment.
3. Provides a communication vehicle to demonstrate a relationship between the worker and the company’s mission, vision, and purpose.
4. Provides a forum to establish a goal-oriented environment that allows for innovation and the willingness to change for the better.
5. Helps the company focus its most valuable resources on the key performance indicators that will make a difference when external threats and company weaknesses are exposed due to the market conditions of the moment.

What does your plan look like. , , or haven’t you thought about it? It’s times like this when you really need to focus, plan, implement and monitor your progress every step of the way!

Explore Strategic Business Development



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