

Planning For Success In Turbulent Times

This presentation for middle market companies is a follow-up to the *Practical Strategies for Turbulent Times* presentation.

It was designed to help business leaders learn how to get started to create a 12 Month Action Plan organized around these key questions:

- What has permanently changed in the new economic landscape?
- What new and lasting challenges does this create for my business?
- What core competencies does my business possess to address these problems?
- What are our competitors doing and what do we need to do differently?
- How can I revitalize the growth path that my business used to experience?
- What opportunities should we exploit to position us to WIN over the next 12 months?
- What do I need to do to raise money from my bank or investors?
- How do we focus our limited resources to maximize our chance for success?
- How do I build this Action Plan and communicate it throughout the company?

The presentation was designed to offer an outline of simple Action Plan to drive business success and encourage business owners to take control of their companies and focus only on what they can control.