

Summary: *Practical Strategies for Turbulent Times*

Do you remember the words following Hamlet's famous soliloquy – "To be or not to be, that is the question"? You'd be a rare scholar if you did. If not, consider what follows . . .

"Whether 'tis nobler in the mind to suffer  
The slings and arrows of outrageous fortune,  
Or to take arms against a sea of troubles,  
And by opposing, end them?"



There is no more demanding challenge for the CEO's of middle market companies today than to "take arms against (this) sea of troubles". We haven't seen such revolutionary change in our financial markets in our lifetimes, and mine's a little longer than most. The consequences are many but I believe the most insidious is the **Double V** - my expression for the **deadly duo of Big Volatility and Little Visibility** that will beset companies in 2009.

For the foreseeable future, middle market leaders must prepare for an economic environment driven by these twin turbocharged engines. The volatility in the economy and financial markets parallels the unpredictability we all anticipate in the coming months, and creates a witch's brew when blended with such little visibility over the future.

Here is a summary of some of the tips I'd like to share with your clients drawn from my 35+ years in the trenches.

1) **Battlefield First Aid**

Why does the U.S. Army preach this doctrine and how can it help your business?

2) **The Devil's in the Details**

Where can I find the details that will really make a difference?

3) **Don't die the "death of a thousand cuts"**

I don't think I've ever seen an instance when cost cutting saved too much money.

4) **Check your pocket for holes**

Where are the leaks? What portion of your selling price aren't you collecting?

5) **What can I do to get more done?**

How can I improve my work productivity when I have fewer resources to work with?

There's more but that's a quick preview.

I look forward to talking with you and your clients and to share with them some of the practical strategies that I believe will help them survive the storm.