

No one plans to fail, they just simply fail to plan

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Get Your Business Back on Track (but don't kill yourself doing it).

Spend one hour with us in productive conversation about your:

- Product/Service in the Marketplace
- Internal Processes and Procedures
- Financial Viability
- Leadership Model
- Team
- Strategies

“Stay Above Water”

That's the name of the game for many businesses now and into the foreseeable future - survival. This is not news to you, right? Although a survey of over 800 companies by a ThomasNet survey found that 75% of the respondents expect improvement in their business by the second quarter of 2010, many of the business leaders that we talk with are not that optimistic. Instead, they see a very slow recovery lasting several years, with our economy re-structured to a “new normal” or “new reality.”

To hopefully assist you in surviving until a recovery does get under way, we offer some suggestions on what we believe you should be doing now.

- A. This recession has spurred small- to mid-size companies to become more innovative. They may be working harder for less money, but many firms are finding ways to survive by reinventing themselves. Put aside the tried and true, and invest the time to dig deep into your creative capabilities.
- B. By now, most organizations should be lean and mean. Smaller and leaner companies have an ability to adjust much faster than large ones and this has served them well this past year. If you are not lean, start counting your pennies. If you are, re-count them. If you've looked at every way to reduce costs, look again. And don't take no for an answer. Frugal financial management is a must.
- C. You can't cut your way to top-line growth, so think, think, and think more about how to re-gain revenue. Look hard to see opportunity where you formerly saw obstacles. Write your ideas down; it will help you expand on them.
- D. Rethink your entire business model. Diversify into new industries, widen sales channels, expand nationally and internationally, and increase online marketing. Change how you sell your products/services. Change your sales strategies. Modernize operations. Take outsourced activities back in-house.
- E. Reflect on your actions and non-actions. You're trying to survive and thus might jump at short-term opportunities. This may be unavoidable in the survival mode, but don't lose sight of long run implications. Conversely, if you are not taking action, for whatever reason, make sure that you are not playing it too close to the vest.
- F. Look for help. Not easy to come by, but leave no stone unturned in seeking assistance. You never know where opportunity or help will come from.
- G. Come up for air. If you are too stressed out, you're not doing the business or yourself any good. Exercise, relax, unwind, chill - whichever way works best for you.

Owned our own businesses. Solved our business problems. We can help solve yours.