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## Survive to Thrive - Part 2

### Focusing On What Matters In Tough Times

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## Elements for Success

- **Self care** – make sure you are in optimal shape to play the game
- **Leadership** – practice the leadership required that the people in your company need today
- **Actions** - take the actions necessary to survive
- **Actions** – take the actions necessary to thrive



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## Topics Covered Previously

- Self care
- Providing the leadership the company needs today
- Six essential leadership traits for hard times by Ram Charan
- Actions to survive:
  - Confronting the brutal facts
  - Liquidity (cash) is key
  - Working capital considerations
  - Asset utilization and considerations



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## Actions Necessary to Survive

- Crisp execution – What is it ? Do you have it?
- Capital considerations
- Focus on the core business
  - What are you really good at?
  - What areas are draining you of human and monetary capital?
  - How can you reduce the cash breakeven point?
    - \_\_\_\_\_
    - \_\_\_\_\_



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### Actions Necessary to Survive

- Maximizing revenues
  - Customer satisfaction
  - Customer problems
  - Customer contact
  - Pricing
  - Options – less? More?
  - Product mix and pricing strategies
  - Goals
  - SKU review
  - Different value equation needed?



### Actions Necessary to Survive

- People
  - Are the right people on the right seat of the bus?
  - Looking into the organization for people who can do what needs to be done now
  - Team excellence?
  - Expectations, follow up
  - Evaluation
  - Rewards



### Actions Necessary To Thrive

- Board of directors; advisory board
- People, people, people – What do we need to do here?
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Business model – find ways to build more value, insulate yourself
  - Review competitive advantage, customer value proposition – Questions?
    - \_\_\_\_\_



### Actions Necessary To Thrive

- Business model – find ways to build more value, insulate yourself
  - Customers – time – their customers – new problems – new solutions
  - Consider independent survey of customers view
  - Different value equation needed?
  - Competitors
  - Great resources
    - \_\_\_\_\_
- Marketing



### **Actions Necessary To Thrive**

- Establish a team and process to identify opportunities
- Use all of the above, put a plan in place with your team – execute well!
- Building a confident organization - from Leadership in The era Of Economic Uncertainty, by Ram Charan
  - Determine where to invest managerial energy and some money in innovation, strategic acquisitions, new customers, new products, or new distribution channels.
  - Spotting opportunities and pursuing them aggressively will inspire people and change their psychology from fear to realistic optimism.



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### **Summary**

- Navigating through difficult challenges requires a clear vision, plan, focus, communication, measurables, accountability, and crisp execution – Leadership Advisory Services assists leaders to ensure this happens well!

**Solutions For Leaders of Closely Held  
Businesses and Small Public Companies**

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Some of the information contained herein came from Seize Advantage in a Downturn, HBR February 2009, Leadership in The Era of Economic Uncertainty by Ram Charan

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