

## WHERE DO YOU WANT TO BE AFTER THE GLOBAL FINANCIAL CRISIS?

### *Strategies to Push Through and Go Beyond*

*Some companies will harden up and endure, but will not grow. Some companies through Crisis Leadership endure and build a platform to become super competitors after the crisis.*

### **LAUNCH PAD – GET READY FOR THE KNOWN – PREPARE FOR THE UPTURN**

- Cash is king. Stop financial haemorrhaging through efficiencies. Sit on your cash? No! Endure and build. Nurture the best assets, train your people and empower them throughout the company
- Enhance, maintain and husband your resources; people, assets and existing business. Build an attitude of leadership and not just management to plan for future growth.
- Promote and build leadership down into the front line. Root out any moral hazard and restore reputation.

### **LEAP AHEAD – GO INTO THE UNKNOWN – OVERPOWER THE CRISIS**

- Create opportunities for your market, clients and partners through building diversity and coordination with new parties.
- Create cash, not by printing it, but through the creation of opportunities.
- No vision equals fear. Transform public fear into market confidence and always be ready to go the Hudson River option.

### **BUILT IN RESILIENCE LEADS TO COMPETITIVE ADVANTAGE**

Let the boss sort it out? No way! Companies build management levels and not leadership levels; that is dependencies and not independencies for fear of loss of control.

Resilience is the ability to withstand shock through the blending of disciplines in the market place. Resilience is people first plus diversity available plus coordinating with external parties.

Resilience is as much a state of mind as it is documentation. *To get people to dance together, they must have a band and a dance card.*

This attitudinal approach leads to sector wide responses in the market place as a continuity strategy. It is a drawbridge, moat, castle and network of castles approach.



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