



DESIGNING STRATEGIES

Business Strategies for the Design Industry

A Maurer Consulting Group Publication

Volume 7 • Issue 32 • March/April 2010



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Looking For More, Better Customers?

Recently I participated in a 10-part telesummit: *The Business of Interior Design 10 Practical Strategies to Market my Design Business* -- designed to provide in-depth, comprehensive marketing knowledge to promote your business. Although the series was developed with interior design and decorator practitioners, and window treatment professionals in mind, the sessions included solid marketing information that applies to all types of businesses.

Along with nine other industry experts, I was invited to participate to share my knowledge of branding, especially personal branding, with participants and provide the right tools for effective marketing.

Here's a sampling of what was covered during the telesummit:

- ♦ Why giving away your "secrets" gets you clients!
- ♦ How to build and lead a loyal tribe that follows only you!
- ♦ 5 Easy Essentials to Social Networking Success in an Hour a Day!
- ♦ Develop and market your Personal Brand.

If you're going through hell, keep going.

Winston Churchill

Maurer On The Move

June 15th
NeoCon Chicago
"Build a Community of Customers"
1:00 pm

Watch the NeoCon program for book signings for *'Interior Design in Practice: Case Studies of Successful Business Models'*

Keep up with Terri on Twitter – @tlmaurer

Recently, I pulled my copy of *Adversity Quotient*® by Peter G. Stoltz, PhD off my bookshelf. Stoltz is a renowned expert on adversity and how individuals and organizations of all sizes deal with and overcome it. Heaven knows, we've all seen our share of adversity and challenges the past couple of years as we navigated the turbulent economy.

Business owners faced challenges from a drop in revenue, need to reduce facility, staffing and supply chain costs, to lack of available credit. Decisions to lay off workers or close the doors became very real and critical. Some business owners and leaders approached these challenges swiftly, making whatever changes necessary to keep their companies afloat. Others took an innovative approach, introducing new products to attract cautious consumers. Yet others found themselves overwhelmed and unprepared for the barrage of challenges facing them.

The difference between those who just survive the economic downturn, those who fold entirely and those who thrive? It boils down to resilience defined by the Merriam-Webster dictionary as the *ability to recover from or adjust easily to misfortune or change*. Those most adaptable when faced with a challenge will do far better than those who find the burden of multiple difficulties coming at them to be more than they can handle. Think of resiliency in terms of elasticity – the ability to stretch and reshape to meet challenges, then to snap back once solutions are in place.

Stoltz developed a scientific process, CORE® through which an individual or organization can measure their level of resiliency. Key factors measured are: **Control**, **Ownership**, **Reach** and **Endurance**. Knowing what can be controlled, taking ownership of outcomes, limiting the reach of the adversity and knowing you can endure setbacks, large or small in scope, are all important. They can mean the difference between a high level of resilience, survival, and success, and an inability to cope when faced with adversity and failure.

As we work our way out of this recession, take stock of yourself and your company and your resilience to adversity. It's not too late to make changes to your firm to get it back on track. Try new approaches. Invest in your people, prepare them for the good times that will come back. Be creative and innovative in your approach. Investigate new marketing channels and niche markets. Take control of your business; take ownership of necessary changes and outcomes. Don't allow the economic challenges we've been facing to overtake your whole life. Know that you can endure this economy. You've made it through tough times before. Slow economic times have come and gone over the years and you've survived. You will again. Plan on it.



Visualize



Analyze



Strategize