



DESIGNING STRATEGIES®

Business Strategies for the Design Industry

A Maurer Consulting Group Publication

Volume 4 • Issue 14 •

January/February 2007



We've all managed to make it through the year end rush. There is always so much that goes along with the November and December holidays. Then there is New Year's Eve with parties and celebrations that leave us exhausted as we face the new year. It may not make a lot of sense, but unfortunately, seems to be the way it works out.

I am sure that all of you have either worked through the planning process for 2007, or reviewed and updated your strategic plan for the part of your fiscal year that continues into 2007. You determined what will be preserved in your plan, what isn't going to happen for some reason, and what strategies need improvement now that you are at the juncture to implement your goals and objectives.

There are a number that I just *know* you included, or added to your plan as you move forward into this exciting new year.

- ☞ You added at least one or two tasks that require you to stretch yourself and your resources a bit. It's time to move out of that comfort zone where you've been treading water. Without stretching you can't hope to achieve things that are just a bit out of your reach. This is where growth comes from.
- ☞ You allowed for the time and resources needed to investigate new products and services to expand your existing lines. It's time to venture into new arenas. Target and develop new markets. Expand your horizons and grow your company.
- ☞ You added a strategy to your plan focused on the review of your customer service. And, of course, that includes a task to identify strengths, weaknesses, opportunities and threats related to your customers' expectations and experiences in dealing with your firm. Don't forget to include contact with customers in this process.
- ☞ You included strategies to develop recruiting and retaining tactics for each of the generations in your work force. What works for one group, like Baby Boomers, will not necessarily work for Generation X or Millennials. Each generation has very different wants and needs. If you don't know what makes each group tick, find out. It could mean success or failure of a team, a project, one of your facilities or your entire business.



Maurer On The Move

Come see and hear Terri's informative presentations on a variety of business topics. If you have questions about an event or topic, contact Terri at:

tlmaurer@maurerconsultinggroup.com

March 20th

"Branding: It's Not Just for Cattle and Major Corporations"
Denver Merchandise Mart

May 10th

"Branding: It's Not Just for Cattle and Major Corporations"
NWSID - Portland, Oregon

June 11th

Generations In The Workplace
NEOCON 'Building Show'

June 12th

The Changing Marketplace: Selling to the Generations
NEOCON 'Office Expo by OFDA'

Visualize what you need to grow your business.

Analyze how those needs can affect your business.

Strategize, laying the groundwork to change your visions into growth and success.

**Visualize - Analyze - Strategize
Plan for success!**

Something To Think About...

"If not for change...we would never experience the excitement of growth."

Baldwin Cooke 2003 'Motivational Monitor'