



DESIGNING STRATEGIES

Business Strategies for the Design Industry

A Maurer Consulting Group Publication

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Welcome to **Designing Strategies**, a bi-monthly, email generated newsletter courtesy of **Maurer Consulting Group**.

This quick-to-read, one-page newsletter is designed to be both informative and interesting to those of you in the interior design industry.

The Maurer Consulting Group is a strategy firm helping its clients evaluate and formulate strategies for growth. We can help you focus your business on what is important now and in the future. Preparing for success today by assessing and addressing challenges and opportunities will assure a successful tomorrow.

We hope you find Designing Strategies worthwhile. If you have any comments you'd like to share, please don't hesitate to contact me at: tlmaurer@juno.com.

Terri L. Maurer, FASID
President

Maurer On The Move

In every issue we'll update the **Maurer On The Move** calendar so you can keep track of Terri and know when she'll be in your area. Below are the thus far scheduled dates and locations for the presentation, "Branding – It's Not Just For Big Corporations & Cattle Anymore". If you have questions regarding a particular event or topic to be presented, please don't hesitate to email Terri at tlmaurer@juno.com.

September 9th

Phoenix, Arizona
ASID Arizona South Chapter

October 1st

Toronto, Canada
IIDEX/Neocon Canada

October 5th

D&D Building Fall Market 2004
New York City, New York

February 2005

Muncie, Indiana

March 2005

San Diego, California
ASID Conference: Interiors '05

So, Who Needs A Plan?

Who needs a strategic plan? Only those companies that want to clearly define where they want to go and how they can get there. Too many organizations continue to fly by the seat of their pants, going from day to day, doing what they have to do to stay afloat and putting out fires along the way.

One business owner told me that he doesn't even know where to begin each day when he arrives at his facility. He doesn't know what to do first to get through the day, get things done and still assure his company's growth and success.

A well-developed strategic plan can alleviate those worries as the planning process will assess the organization as it now exists, identify outside influences, challenges and opportunities, and define clear priorities. The plan focuses attention on well-formulated strategies to get his business where he wants it to go. A well conceived strategic plan establishes clear direction toward success.

Biggest Mistakes and Most Important Qualities

Korn/Ferry International of Los Angeles released the fifth edition of the Executive Recruiter Index last week.

The most common error by senior executives during their first 100 days is failure to establish strategic priorities, according to 24% of recruiters responding to the survey. Other mistakes included:

- ♦ committing cultural mistakes and/or political suicide
- ♦ taking too long to make changes
- ♦ insufficient time spent face to face with subordinates
- ♦ getting sidetracked putting out fires
- ♦ hesitating to make the tough personnel decisions

The survey also assessed which qualities recruiters felt were more most important to an executive's success in a new position. People skills and possessing values and behaviors that match the organization's where at the top of their list. These two key qualities accounted for 82% of the responses. Also on the list, but with far less importance where: a well-matched skill set, rapid response capability, functional experience and industry experience.



Avoid The Christopher Columbus Syndrome

Plan for the future success of your organization. Don't be like Christopher Columbus, who when he left Spain with this three ships and crew, didn't really know where he was going. When he got there, he didn't know where he was. And, worse yet, when he got back to Spain, he couldn't tell anyone where he'd been.

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