



When the Going Gets Tough... **WHAT YOU CAN DO?**

If you're low on \$\$\$, business in down, people are worried, and the future uncertain...

Strengthen relationships. Phone, email, meet with other business partners and other alliances. Use the time to explore creative possibilities of new ventures and joint contributions.

Re-Package Yourself. Take a deep look at your organization together while you have a chance. Imagine what ways you might be able to re-position how you present your product or services. People want to do business with organizations that remain fully alive --- always an innovation a head of the rest.

Upgrade skills. Use self-paced in-house materials or the world of information on the internet to build everyone's skills for future work. Keep everyone focused on increasing the value they bring to the organization. Look for complimentary offerings to engage people and sharpen their virtual skills. (e.g., *PODTW Dialogues* - www.puttingourdifferencetowork.com/dialogues.html)

Get everyone involved. Look at your business plan and figure out what CAN be done without spending money and DO IT. Think about what will be needed.

Do something. If you can't do much because budgets have been cut, let everyone pick one priority in their own job that could be done with existing resources.

Renew your organization -- make things better. Re-organize your work area. Re-evaluate and streamline processes and procedures to make it easier to do business with your department. Review promotional and other informational materials to get them ready for updates. Update mailing lists, web site, and organization charts. Clean out file cabinets.

Design a new product or service. Anticipate the future. Knowing the existing situation, imagine what will be needed and begin to make preparations to deliver it. Use your own creativity and experience to build your future.

Cross-Train. Help everyone increase their value to the organization by learning how to work in other areas.

Help Yourself by Helping Others. If things are real tough ... perhaps you're facing a down-sizing or closing. Help people get out of themselves, directing their energies and skills toward helping others. Set a goal that everyone will be placed in meaningful work. Commit to help each other. Look in your own community --- you'll find a place where your team can make a difference. Helping others makes you feel good, it opens our eyes to see new opportunities.

Step into the NEW FUTURE. The achievers of the future are those who can ride the waves of change ... not those who sit on the beach waiting for the tide to change. Anticipate the future. Prepare yourselves and your organization to respond to new opportunities --- perhaps ones you can't imagine right now. Don't waste time watching. Participate is the birth of a new time. Be part of the solution.

"It is one thing to sit in your easy chair and watch the future being created in the distance. It is quite another, to roll up your sleeves and labor in its birth."

-- **Joel A. Barker**, futurist, filmmaker, and author

Paradigm Pioneers, said while standing at Independence Rock, Oregon Trail