

THE 6 R'S FOR REVIVING BUSINESS

BY CAMILLE MACCHIO

Your head is in such a tailspin—from reduced marketing budgets, less head-count, impending healthcare reform, and regulation's impact on your business—that you find it increasingly difficult to regain control in any attempt to be level-headed anytime soon.

Believe me, I am realistic about the impact this recession has had on everyone from the massive amount of work trying to be absorbed by remaining team members to the dwindling down of employee morale as they have more work to get done in the same hours of the day.

There, I've acknowledged the challenges, but enough already. It's hard finding a solution when you are constantly picking the scab off the problem. No more wallowing in a pit of recession misery because, when you think about it, the largest impact on organizations is not the recession but the inability to capture growth opportunities with reduced staff and reduced budgets. It's now time to revive your business and to capture growth opportunities.

The good news about a recession is that it forces us out of our comfort zone. The environment has changed, our customers' expectations have changed, spending habits have changed, and, as a result, marketers must change the way they look at things and be open to trying different approaches to marketing their products. A recession also forces a systematic organizational change, and, with that, I offer the six R's for Reviving Business to help you rethink where your business is and in what direction you want it to go.

1. Reevaluate

Get reacquainted by reintroducing yourself to your business. Review what's working and reevaluate the changes that are needed. Do you need to do more research about your competitors' products? Do you need to renegotiate with vendors? You know your business better than anyone else does, so who better to answer these vital questions to detect and change any inadequacies than you?

2. Refocus

Are you keeping up with the changing needs of your customers? Are you keeping up with new technologies to help you to succeed in this new century? Do you need to adjust and update your marketing plan? Refocus on your mission,

purpose, and customer.

3. Reeducate

Update your team and organization on any new industry changes that will affect the way you conduct business now and in the future, compared to the past.

4. Regurgitate

Expel your daily intake of widespread depressing news. Sometimes we get so absorbed in the latest developments that paint a dismal portrait of the overall economy. It's not just coming from television, but the radio, Internet, mobile communications, daily conversations, newspapers, and any other communication devices. Make it a point to relieve yourself from as much stress and distractions as possible.

5. Rebuild

Revamp - Rework - Recreate - Readjust - Revive. Reinvent yourself and your business to get desired results. You cannot continue doing the same thing and expect a different result. By recommitting yourself to reinventing your business, it can become a winning strategy in the long run, as the economy begins to bounce back.

6. Reciprocate

Give back. Think of some type of reward system to show your customers (internal and external customers) how much you appreciate their patronage. Let them know you understand the challenges that so many people are going through right now.

When you step outside of the maze of chaos and confusion, your perspective is liberated and refreshed. You are reenergized to discover new solutions to those recession challenges by seizing the moment to turn a negative into a positive. Now is not the time to resist change. It's time to welcome and embrace it.

What types of changes have you made or are making to revive your business? ○



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