



Unified Solutions Inc.

Is ‘*Cutting Back*’ A Growth Strategy?

Economic Ebb & Flow is a natural rhythm of a Free Market System; so why are we *Surprised, Shocked, Confused* or *Alarmed* when these natural cycles occur? As the news of a *New Economic Cycle* begins to spread throughout your Business or Organization, you may notice signs of *Strategic Shockwaves* that are beginning to rumble as people become alarmed; and just when you need *Calmer Heads to Prevail*, the *emotional alarm* turns to *panic* and people lose sight of what will keep the **Brand & Organization** strong and viable.

When people feel *lost, confused* and *afraid* they look to Leaders for guidance and strength. All too often, as demand for action to current conditions mounts, Leadership Teams *react* by *acting* in ways that are a radical departure from the long-term *Vision* established for the **Brand & Organization**. Consequently, as a reaction to the negative undertones and emotional negativity that builds, Leaders and Team Members begin using new, *destructive language* and *lingo* that influences and ultimately guides the *Organization’s Behavioral Responses* to the perceived threat. Language of *Hope, Optimism* and *Excitement* about the Brand & Organization is replaced with *counterproductive language and thinking*, including some old familiars, such as: *Downsizing, Rightsizing, Restructuring, Cutting Back, Staff Reductions, and Getting Lean & Mean!*

These counterproductive words insight emotions such as: *Fear, Dread, Panic, Depression, Confusion* and *Dis-Association* among Employees, which can fuel and magnify the built in negative impacts associated with the *New Economic Reality*. *Organizational Performance* is directly affected by *Organizational Behavior Responses*.

So what strategies make the most sense when the *Economic Chips Are Down*? To answer this question we turn to *Best-In-Class Performers*. How do *Best-In-Class Businesses, Organizations* and *Individuals* insulate themselves from *Economic Ebb & Flow*, and how do they navigate harsh and challenging times as they occur?

Our *Ongoing Research* of *Best-In-Class Performers* continues to confirm the “*Best-In-Class Consistently Act In Ways That Enhance The Desired Outcomes And Prevent Over-Reactions To Obstacles.*”

Some *Best-In-Class Practices* include:

- Clearly defining the *Brand Identity & Vision* to *create, fuel* and *sustain Brand Passion*
- Utilizing a *Comprehensive Strategic Planning Process* to ensure *Brand Sustainability*
- *Managing Daily Operations* with a *Unified & Balanced Approach* to ensure *Performance Excellence*
- Creating & Sustaining an *Operating Culture* that *Optimizes Brand Identity & Reputation*
- Identifying *Key Stakeholders & Expectations* and acting as *Stewards* to those Expectations

While *Current Economic Conditions* may mandate an immediate and impactful reduction in wasteful spending, Leaders are challenged to *Ensure Spending Reductions Are Removing Non-Value-Add* and *Strengthening the Consistent Brand Experience* *Customer Loyalist* have come to *know, trust* and *value*; while *Enhancing the Value-Add Experience* *Customers & Future Customers* will feel each time they interact with your Organization.

USI is uniquely positioned to serve *Businesses, Organizations* and *Individuals* as they strive to maximize their performance potential. *Please contact us today to discover unique and valuable enhancements that will have a positive, measurable and sustainable impact upon your success!*