

LOOKING BACK

With Both Eyes on the Future

Strategizing is essential now because of the economic slowdown, experts say.

Lucy and Jack Costa, owners of Promotional Incentives, Inc., are revising their business processes. When the company started in 1990, email had just hit the scene and websites weren't a twinkle in anyone's eyes. They are now in the process of shifting much of their business processes on line. Lucy says "I will invest planning time to analyze current practices with our clients. With laser beam precision, we strategize how to partner with clients to meet or exceed branding, revenue and incentive goals."

HARD DECISION.

As part of their end-of-year reflection, Promotional Incentives had to carefully consider the options. They could keep inching along with current systems which I call the "sit-back-and-wait approach." Or, the Costa's could invest in up-to-date, state-of-the-art software to lead the industry in what Lucy calls "Saving, time, duplication and waste while building your top and bottom lines."

Other clients, in the non-profit world are expanding fundraising using social media to revamp marketing economically. One is planning for a more-solid web presence through *youtube* video vignettes about the organization's efforts. The videos, each two-to three-minute skits or testimonials, will demonstrate the organization's ability to service clients.

SETTING NEW GOALS.

New Lee County Manager, Karen Hawes and the Department Directors are deep into strategic planning for the next budget cycle. In order to maintain current services for this fiscal year the County tapped into reserves (savings) to the tune of \$67 million. Relying on savings must be reduced.

The County Manager says, "Number one goal is to eliminate services which have evolved due to previous county growth, yet are non-essential to taxpayers and not mandated locally or by the state." The Departments and Administration are working together to identify these services to propose reductions to the County Commissioners in February.

Karen continues to reflect, "We chose to strategically plan County-wide for the first time in the county's history using data to make our decision. We're polling citizens, citizen advisory councils, employees and staff to decipher which services are expendable or if user fees will be raised; or whom we can partner with to do things more economically. With Betsy Allen of Gaining Results Inc.'s facilitation, we will work together to accomplish this task."



Betsy Allen, Gaining Results, Inc. discusses Lee County's strategic planning process with Karen Hawes, Lee County Manager.



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Betsy Allen of Gaining Results Inc. partners with inspired business leaders to gain bottom-line results and sustainable competitive advantage. Call for a free consultation: (239) 560-2101 or visit us at GainingResults.com.

If you read this and are one of the first 10 people to email me at betsy@gainingresults.com, you could win \$500 worth of FREE coaching! Make it an Awesome 2010!