

12 Seasons of Business – September 2009

A monthly update on CEO Tools applied to your business! *

Our 12 Seasons of Business for September re-assesses the recession and responses we now can and should take to the downturn and the yet-to-come, slow recovery.

Many key economic indicators are looking better, but continued super-high, soon-to-be double-digit unemployment rates have consumers scared out of their wits. And, this infects state/local governments even more so. Everyone knows the consumer is about 65% of the economy and those non-Federal governments another 12%, so 77% of us are not going to be able to support a recovery for what looks to be two more years. Most economists agree at this point that we're in for a very long, drawn-out, and modest-at-best recovery. Some even postulate a "W" recovery or dead-cat bounce!

So, smart businesses are responding by engaging their employees in even greater focus on keeping their companies healthy. How about sharing some of the ways we're engaging employees in improved performance?

Please just click "reply" to this email with an idea or tip that might be helpful to others: specifically, how about ideas and things you're doing to engage your employees and keep them focused hard on success? After all, it's in their own best interests for the company to survive/thrive through this economic calamity.

Here's just one idea many companies are doing to keep their employees engaged: a CEO or senior exec one-page monthly letter to all employees that keeps them up-to-speed on how the company is responding and doing to get through the recession and the recovery successfully. Many will recognize this from my talks and "CEO Tools" book, plus we've provided an example on our blog this month (www.ceotools.com/blog).

Will you please share what you've done that further engages your employees to respond/recover through this recession? Just email us at "contact us" above (info@ceotools.com). We'll keep your identity confidential while publishing your helpful tips and ideas on the CEO Tools blog. You can also check the blog for new ideas yourself. Some super-successful tips are already there!

With ongoing recovery wishes,
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