

# FOCUS ON A TURNING ECONOMY

By Marc Paul Chinoy

---

## Focus on a Turning Economy

**Premise: In order to take advantage of the turning economy, please consider taking a series of opening steps, including:**

- Build a working check-list tailored to your circumstance NOW
- Develop a Core Team (managers plus advisors) focused on current opportunities
- Two sets of eyes for every important effort
- Convert concepts into Plans and Plans into working sequences with ownership and measures
- Work to a Calendar
- Engage the use of common templates, reporting schedules and plan models
- Establish work standards and training / orientation for all levels of engagement

**Throughout the planning and management sequences include:**

- Review of what worked best and worst AND WHY in the past 5 years
- Go into detail on the immediate past year and those portions of the current year in process.
- Give special / focused attention to the year that was the most difficult
- Seek out feedback from your clients and allies on a calendar driven basis.
- Reach out on the internet for examples and models of what other groups both similar to you and also with significantly diverse interests accomplished
- Both learn from and demonstrate at common / industry level activities

### **Special Note:**

If many of these sound similar to elements of sequences advanced by TRG over time. This is a reflection of how important it is to convert theory to action NOW, while prospects are opening.

There is never a guarantee that large scale movements, such as a turn in the economy, will proceed without interruption, but if the initiatives undertaken are designed with a range of circumstances in mind, the planning activity will be a valuable effort.

Of all of our efforts engaged, USING THE CALENDAR to drive a written plan forward are of the highest magnitude. (Yes, this is important enough, that we point to this often throughout our Website, Newsletter and with every client in all engagements.)