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The ABA Insider™

Insights for improving profits, cash-flow, and quality of life

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Too Busy Surviving the Recession to solve the People Puzzle?

There are few sure fire ways to guarantee your company will survive this recession, but solving the people puzzle is one of the best ways to greatly enhance your chances. The most obvious and necessary action which comes into the mind of a business leader is cutting labor costs. However, assembling the best team to accomplish your corporate goals, and increasing that team's ability to win is never more important than when your competitors are on the "white water" of a recession. There are many good reasons why. Following is an ABA Tip to solving the People Puzzle. We will cover others in subsequent issues of The Insider.

As your competitors are scrambling to survive the recession, remember your team represents the most effective weapon you have in your arsenal. Difficult economic times actually give you the opportunity to **find new ways to increase the engagement level of your people**. Surveys are showing us that in just six short months, the number one concern of American workers changed from quality of life issues to job security. Right now businesses have a huge opportunity to help their people understand what job security actually looks like. **Positive attitudes of cooperation, problem solving, and excellence in customer service are big pieces of job security**. Challenge your people to exhibit these attitudes more and, thus increase their level of job security by making your company "stand out" from the pack.

In future editions of the ABA Insider and the Strategic Edge we will expand on the challenges, principles, and rewards, for "Solving the People Puzzle."

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