Guest,

Welcome to:

Tips for Staying Ahead of the Recovery

Presented by
Lighthouse Consulting Services, LLC

Featured Guest:
Victor Cheng
Business Coach, CEO Coach
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Host:
Dana Borowka, MA
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• In-depth Workstyle & Personality Assessments
• Interpersonal Coaching
• Workshops - Cracking The Personality Code
• Career Guidance
Strategies for Thriving in the Flat Recovery

1. Focus on the Opportunities that Remain
2. Piggyback on Shifts in Customer Trends
3. Extreme Differentiation
4. Aggressive Sales/Marketing (When Positioned Properly)

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Strategy #1: Focus on the Opportunities that Remain

1. There’s Still a Lot of Money Out There (Go Find It)
2. Beware of the News Media
3. Adapt or Die
Strategy #2: Piggyback on Shifts in Customer Trends

* Fortune Magazine
* Sign Company

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Strategy #3: Extreme Differentiation

* Costco / Price Club
* Punctual Plumber
* Great Depression Plumber
Strategy #4: When Properly Positioned, Be Aggressive in Sales/Marketing

* Dominos
* First Extreme Differentiation
* Then Aggressive Sales & Marketing

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'Leadership: How to Listen to Your Inner Compass'.

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