



Just in case it matters to you:

- “EVEN IN THESE TUMULTUOUS TIMES, STRATEGIC PLANNING DOESN'T HAVE TO BE AN EXERCISE IN ANXIETY – OR FUTILITY... While these are uncharted waters, and no one has a clear map for sailing through them, it's clear that *scenario planning*, a well-established technique for coping with uncertainty, should play a critical role... Most companies will have to consider more variables and involve more decision makers than in the past, and strategists will need to place a greater emphasis on measurement – the only way to recognize when changing conditions merit quick strategic adjustments... Plans should be developed on the assumption that several different futures are possible, with attention focused on the underlying drivers of uncertainty.” Traditional ‘retreat’ processes are unlikely to accomplish this result without professional insight and guidance to develop optimal strategies. DCG can help you strategically and operationally navigate today's tough economy, while protecting yourself against what may yet come, on an effective and deferred-cost basis. [McKINSEY QUARTERLY – Apr 09]
- ONE CRITICAL AREA, OFTEN NEGLECTED, IS ‘CONTINUITY PLANNING’ – about protecting your business not only from natural disasters, but also from other potential man-made factors which can threaten a company's survival: economic turbulence, government regulations, litigation, reputation damage, violence, injury or death of key people, and other risks. The focus of Continuity Planning is on *prevention of business disruption and mitigation of potential impacts* – well beyond simply having a contingency plan for disaster recovery and business resumption. Continuity management involves an ongoing process to ensure “uninterrupted provision of operations and services... including a formally defined plan of action that is communicated throughout the organization, maintained and updated regularly, and tested at least annually to ensure its viability.” The process begins with prioritization of risk factors to personnel, data, property, revenue & supply sources, etc. (based on the “universally accepted risk management equation: Risk = Probability + Consequence”), and engages senior management to heed the DCG mantra that ‘Failing to Plan is Essentially Planning to Fail.’ [LEGAL MANAGEMENT – Apr 09]
- ANOTHER IS THAT MOST SMALL BUSINESSES REQUIRE SOME LEVEL OF ‘SUCCESSION PLAN’ IF THE OWNER(S) EVER HOPE TO EXIT. At issue are strategies for how the business would continue and prosper upon the death, illness or retirement of key people, and the “longer-term process of developing a successor, grooming the company for transition and/or changing realities of access to capital.” In periods when businesses face operational challenges and changing markets, such issues tend to be deferred. However, “part of what makes a business valuable – to prospective buyers or to future leaders – is how a company is *positioned to succeed without the owners*, and a dynamic economy can provide opportunities to improve the business and support eventual transition.” Accordingly, today is perhaps the time to restructure from an operations and cost perspective and, if successor leadership is not yet in place, to consider (given the number of highly qualified people currently employable) whether “finding a person with the right set of talents and a view of your business that's consistent with yours...should be a priority.” This is our forte; let DCG help you position for the future. [TOTAL MERRILL PERSPECTIVES – Apr 09]
- OVER 1.1 MILLION “TROJANS, WORMS, VIRUSES AND OTHER TYPES OF MALICIOUS CODE” have been identified by Symantec and the number grows daily – one internet security firm says they discover a new infected Web page *every 4-1/2 seconds*. Over 5 million “bot-infected computers, which can be remotely controlled to send out spam,” were known to be running at the beginning of 2008. Americans, undaunted however by such statistics, spend some 350 billion minutes online every month, ten-percent of those viewing social networking sites such as Facebook and MySpace. [DISCOVER – May 09]
- FOR A RUDE AWAKENING on many facets of our culture and planet, check out the amazing ‘World Clock’:
<http://www.poodwaddle.com/worldclock.swf>
- THOUGHTS FOR THE WEEK: “***The problem with socialism is that you eventually run out of other peoples' money.***”
“***Wouldn't spreading your work ethic be fairer and more beneficial to society than spreading your wealth?***”
“***The first step in getting the things you want out of life is this: Decide what you want.***” - Ben Stein