



“We’re not in an economic crisis right now: we’re in a war against an invisible enemy called ‘Fear’. Most corporations are keeping their heads down and cutting costs and thereby destroying their business. Too much caution kills!”

Since 1998, the author has been advising C-Suite leaders around the world on how to come out top in recession.

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Stuck in the Trenches or going over the Top?

How to become a Recession Revolutionary

Iain Martin promotes a revolutionary battle plan to win the War on Fear in recession

Are you stuck in the trenches of fear in this global pandemic... or going over the top to boldly face the enemy? Here’s how to beat the competition and win the business war in recession?

Winner or Loser in the global War on Fear – which one are you?

We’re not in an economic crisis right now: we’re in a war against an invisible enemy called ‘Fear’. As in all prior crises, most corporations are keeping their heads down and cutting costs and thereby destroying their business, their employee loyalty and their supply-chain partnerships. Too much caution kills! In past economic crises, a few brave ‘economic warriors’ exercised counter-intuition, took advantage of competitors’ paralysis and invested in the future. They won the war then, as will the five per cent of courageous enterprises who unlock their cash now to invest in people, market growth and business partnership loyalty. Will you be a 5PC Winner?

Crisis Strategy the 95% Way

Here’s a short tale of two corporations. Let’s call one the 95PC Corporation, because its behaviour in crisis typifies what 95% of Corporations do in recession.

The 95PC Corporation has met every crisis that I’ve ever witnessed (and I’ve business-lived through many since 1970) with the same panic measures: it jumps in the trenches, keeps its head down and holds its fire to save its ammunition. It abandons the No Man’s Land, leaving it for the more courageous enemy to take.

What a way to win a war!

Crisis Strategy the 5% Way

Meanwhile, the standout 5PC Corporation, in a bold (most would say 'foolish') initiative, jumps out of the trenches, runs fast at the enemy and fires carefully targeted bullets to destroy the opposition.

This is how to win the war!

Surrendering the No Man's Land or winning in Recession

The timid 95PC Corporation cuts its spending (i.e. investment in its long-term future), abandons long-held partnership loyalties and keeps its insistent Private Equity shareholders quiet by returning something like the demanded EBITDA.

The bold 5PC Enterprise announces expansion into newly vacated markets, invents new products and services and works with its partners up and down the supply chain to grow their businesses together.

The 95PC Corporation makes drastic redundancies, throws away decades of loyalty and experience by firing long serving staff and hires new, untrained, emotionally detached people from low-paid countries.

The 5PC Enterprise, meantime, announces a hiring campaign, steals the heroes of the 95PC Corporation and teams them up with experienced loyal mentors.

The 95PC Corporation loses its faithful suppliers and customers, sells its soul to the God of Short-Termism, surrenders board control to Private Equity, loses half its market and throws away two thirds of its spin-off businesses as it joins the sorry ranks of 80% of businesses which fail to reach their 50th birthdays.

The 5PC Corporation doubles its share in key markets, gives equity to all its employees, becomes a company that employees boast about and moves on and up to ever-greater success.

Safety First or Winner Takes All?

As advisers to business leaders around the world since 1998, we've seen reactionary 95PC companies jumping into trenches, keeping their heads down, sparing the ammunition and slowly dying in the mud of short-termism.

AND we've seen the revolutionary 5PC Enterprises set ambitious targets, invest

in developing their people, double their share price and march on to business victory.

Too much caution kills! It's time to stand tall in the trenches, go over the top, run fast at the enemy and win the war. Cash in the global economy has not disappeared: it's just hiding in the foxholes.

"When in doubt, do nothing." George John Whyte-Melville

"Throw caution to the wind and just do it." Carrie Underwood

Are you a 95PC Corporation like George's or a 5PC Enterprise like Carrie's?

The clock is running: you have only weeks to decide!