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Newsletter Issue # 9
Investing in the Future



THE HUMAN FACTOR, Inc.

... helping companies, teams & individuals be better, faster, stronger

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(858) 401-9380



In addition to several presentations to CEO groups around the country on **Innovating Every Day**, Holly will participate in two major

events in January. On **January 23rd**, she will be a guest speaker at the Executive Girlfriend's Group (EGG). [EGG](#) is for executive women (both corporate and entrepreneurs) that would like to connect, share, care and grow. This group is by invitation only. Please contact [Chicke Fitzgerald](#) to recommend someone.



And on **January 31st**, Holly will be the keynote speaker at the San Diego Ladies Who Launch event.

The event is open to the public so sign up today!

National Speaker and Business Guru Holly Green: "Bursting Your Bubbles" workshop. Get over your fear of recession, get focused, get unstuck and get inspired.

The global business community definitely experienced drastic changes during 2008. As we enter 2009, businesses and leaders are left wondering what storms are brewing that might surprise them even further and giving thought as to the best route to follow in order to successfully navigate through whatever uncertainty lies ahead. However, something that everyone should keep in the forefront of their mind is that often **uncertainty brings with it opportunity** - chances to learn (and unlearn), to think more creatively or *outside the box*, to take on a bigger leadership role, to deepen relationships with customers and to seize the opportunities that present themselves.



Prospering in 2009 will require a delicate balance between investing in growth, controlling costs and managing and leading to a plan. Only those companies with focus and commitment to their clients, their talented and loyal employees and to the fundamentals of their core business will not only survive, but prosper in 2009.

Investing in the Future

While it is difficult to ignore all of the gloomy news, the best advice for this year is to **focus, keep a positive attitude and put on your thinking cap.**

- Identify what your company does best. What should you continue to focus on, stop doing and what few, very targeted new things should you start?
- Target areas (clients, geographies, etc.) where you can capture market share by promoting what your company does best, and redirect your focus, energy and resources toward these growth sectors.
- Seek out the strategic talent (both inside and

Time: 10 am-1 pm Saturday, Jan 31st

Where: Best Western Stratford Inn,
710 Camino Del Mar, Del Mar CA
92014

Cost: Free to Ladies Who Launch
Ongoing Members/\$65 registration
non LWL Members

How to register and Pay:

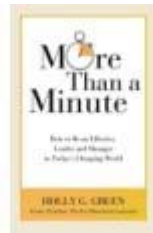
Register for Event or cut and paste
link https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=1799405.

New Year, New Site

Check out the updated website, www.TheHumanFactor.biz, to find [complimentary articles](#), listen in to some of the recent radio shows Holly has been on and get updated on [recent articles](#) quoting Holly.

[More Than a Minute](#)

can provide you with the latest tools to assist you in getting clarity on your strategic framework including identifying your SWOT's (Strengths, Weaknesses, Opportunities and Threats).



outside the company) that will help you successfully achieve your goals. This is the best time to tap into the pool of talent that is available in the market today.

- Give thought to how you can create more energy in reaching your destination by involving and engaging others in your objectives. Constantly communicate what excellence looks like.
- Eliminate obstacles. Is there anything in your way that needs to be moved or minimized? Name it and then put some energy into getting it out of the way.
- Spend smartly to gain market share. A McGraw-Hill Research study looking at 600 companies from 1980 to 1985 found that those businesses which chose to maintain or raise their level of advertising expenditures during the 1981 and 1982 recession had significantly higher sales after the economy recovered. Specifically, companies that advertised aggressively during the recession had sales 256% higher than those that did not continue to advertise. (The Economist, December 2, 2008, Executive Briefing, Knowledge@Wharton).
- Focus on your best clients. Identify the services and/or cross selling opportunities you can provide to help them be successful. Assign a senior level team member to nurture these relationships.
- Monitor your competition. What are they doing and not doing? Have they overprotected themselves and is there an opportunity for you to take market share? What do you need to do to claim and/or ensure that you maintain a leadership role?
- Finally, be proactive. Prepare a strategic plan and reevaluate it often so that you can remain focused and aligned.

[Contact Holly Green](#) at The Human Factor, Inc. today to help you map out and execute your Strategy of Success in 2009.

Answer to last edition's *Who said this?* "The future doesn't belong to the faint hearted, it belongs to the brave." President Ronald Reagan.

This week's *Who said this?* "The dogmas of the quiet past are inadequate to the stormy present. The occasion is piled high with difficulty, and we must rise to the occasion. As our case is new, so we must think anew and act anew." Find out who in the next newsletter.

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