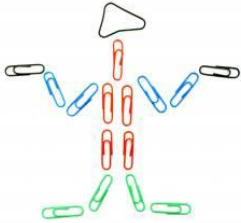


## Leadership in a Crisis Market



Crisis still controls the economy! There is much talk about the failure of economic managers. Even if your company is only slightly affected by the recession, your employees are sensitive to the crisis from the media, reduced working hours and termination notices amongst their friends. Such climate can cause insecurity. "What about my job?" many may ask. Rumours spread quickly; frustration rises; the working climate gets worse; and this results in a loss of productivity.

This is exactly what you don't need at this time. Your leadership qualities are needed more than ever because one thing is clear: you would like to be one of those who not only survive the crisis but also emerge from it even stronger. What can you do now? Here are five recommendations.

### 1. Reconsider your Marketing Strategy.

Clarify your position. Do you really know your target group? Can your customers go without your products and services and, if so, for how long? Analyse your growth potential. Can you offer additional services to your customers which will help you to overcome their reluctance? Can your customers help you to spread the news about your services? Can you acquire new target groups? Which arguments do you need to reach your customers?

#### How to lead your company through crisis:

1. Reconsider your Marketing Strategy and analyse your growth potential.
2. Communicate openly on a regular basis.
3. Provide active leadership.
4. Make your team fit.
5. Strengthen the team spirit.

### 3. Provide active leadership.

Take special care with your employees now. They must deal with setbacks to keep the business running despite the difficult conditions. Lead them actively by having team and personal meetings on a regular basis. Set realistic goals to create confidence.

### 4. Make your team fit.

Now is the opportunity to re-qualify your employees and to re-format your team. Talk to your employees about vocational training and the possibility of individual improvement in performance. Ensure that each individual employee becomes more secure and confident in his/her own abilities. In this way you will bind good people to your company.

### 5. Strengthen the team spirit.

Even a crisis can reveal positive opportunities. It can evoke a fighting spirit and new strengths. In difficult times, a team can benefit from team spirit. Intentionally encourage this team spirit and cooperation between your employees. Celebrate 'small victories' together.

You'll find more information and valuable tips about Team Leading in **BEITRAINING**'s **LYT (Leading Your Team)** programme.

#### Quotation of the month:

"The Chinese use two brush strokes to write the word 'crisis'. One brush stroke stands for danger; the other for opportunity."

*John F. Kennedy*

#### **BEITRAINING**® opens 5<sup>th</sup> Training Centre in the Rhine-Main-Area

The training company **BEITRAINING**® is now represented in the Rhine-Main area with its fifth regional training centre. The franchise licence has been granted to Brigitte Lambrü who is now owner and operating manager of **BEITRAINING**® Rhein-Main-Süd.



Gil Ostrander, Brigitte Lambrü, Andreas C. Fürsattel

Brigitte Lambrü's background is in the retail textile industry. After her apprenticeship, she was the training director in a department store company, following which she moved into the sales and international purchase department. Ms. Lambrü plans to use her experience in leadership combined with her knowledge of employee, colleague and supplier relationships in Germany and abroad in order to help local small- and medium-sized companies to become more successful.



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