

Improving Results

May 2011

Volume 8 Issue 5

By Facing Our Challenges, We Discover Our Potential

STRATEGIC SOLUTIONS 510-432-7596

Are You Onboard The Economic Optimism Train?

Everyone has been affected by the state of the U.S. economy and has seen how slow job growth, lack of consumer spending and a decrease in profits has derailed some businesses. The state of our economy is not projected to last forever which has recently led to some seeing a light at the end of the tunnel when it comes to the defunct economy.

Should you be optimistic?

According to the CFO Outlook Survey, a substantial number of chief financial officers say yes. The survey, distributed by Zicklin School of Business (Baruch College) in conjunction with Financial Executives International (FEI), noticed a significant increase in CFO confidence when it came to talk of hiring new employees in 2011. According to those who participated in the survey, when it comes to business, their optimism levels are high.



Who's Hiring?

- 64% – Number of CFO's projecting to hire supplementary employees within the following six months

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Exceptional Leaders Align Their Body With Their Intentions

The way you carry yourself has an impact on how you are perceived by others. Your "bearing" can convey confidence, poise, decisiveness and openness. It can also convey arrogance, aloofness, indecisiveness and powerlessness.

Your posture also can have a significant impact on your internal state. Are you ambitious, full of energy, or are you listless and resigned? How you carry your body will influence your moods and what you can achieve. Concave chest, stooped shoulders, slow movements, and shallow breathing can lead to disempowered states, while erectness, deep breathing, sureness of movement can be empowering.

When you shift how you hold your body, new behaviors become possible.

PHYSIOLOGY
BEHAVIOR
ACTIONS
EXECUTION

Thought Provoker

- ✚ Do you move through the world with confidence?
- ✚ Do you stand tall?
- ✚ What does your posture say about you to others?
- ✚ When you observe another, do you make judgments based on how they hold their body? Others do so with you.
- ✚ Have you tried to shift your mood by changing your posture, how fast or slow you walk, or perhaps how you sit in meetings.

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One Minute Ideas

Focus on Problems to Improve Your Service or Product

Work on low-ranking problems. It's very likely that the most important issues are being taken care of by everyone, so they become generic. What you're looking for are problems that you can solve that others are not dealing with. They will often be lower-ranked problems, but annoying enough to be noticeable. For instance, in dog food, top- ranked problems such as a well-balanced diet and taste are handled by most products. But lower-ranking problems, such as #17, dogs have dirty teeth, and #16, dog food smells bad, are still ranked high considering the annoyance and likelihood ratings. This gives you a place to start positioning your product to carve out a new territory. The technique doesn't work well with emotionally-driven products, but it's a good place to start to do your homework.

Source: Kevin Clancy and Robert Shulman, authors of *The Marketing Revolution: A Radical Manifesto for Dominating the Marketplace* HarperCollins Publishers



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- Ford Motor – Plans to hire an estimated 7,000 workers in a two-year time period
- Lowe's – Confirmed they will be hiring between 8,000 to 10,000 employees slated for weekend sales associate positions

What's to be Expected

A percentage of CFO's are still cautiously optimistic when it comes to their own spending tactics. A majority of survey participants felt that growth in revenue may still be a challenge in the beginning of 2011 but they felt an improvement was on the way.

- 10.5% – Projected growth in revenue
- 16.6% – Projected growth in earnings
- 47% – Number of CFO's continuing to spend cautiously
- 30% – Number of CFO's spending without fear
- 69% – Number of CFO's investing in technology to increase capital

Areas Showing Highest Optimism Rates

Overall, full-time work in the United States is expected to increase by 2% in 2011.



Employment optimism in the U.S. has fueled nations from around the world to expect a boost in their own economic outlooks for 2011. Which sectors are expected to do the most hiring? The technology and the service/consulting industries, especially research and development and advertising sectors, should see a spike in hiring as well as investments.

Why are CFO's focusing on these industry sectors? These areas are consistently expressing signs of economic improvement and continue to rebound from the nation's economic crisis. In addition, both growth and return investments involving the technology and service/consulting industries are predicted to steadily improve. These sectors have established roots in the United States and do not heavily rely on international sales and foreign suppliers as other business sectors do. Local businesses are more likely to benefit from such measures than from U.S. companies that deal mostly in foreign markets.

Optimism Continues to Spread as 2011 Progresses

As 2011 pushes onward and upward, CFO optimism continues to spread, thanks to signs that America is about to bounce back from the worst economic catastrophe since the Great Depression.

"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty."

~ Winston Churchill

