

Uncertainty & Chaos

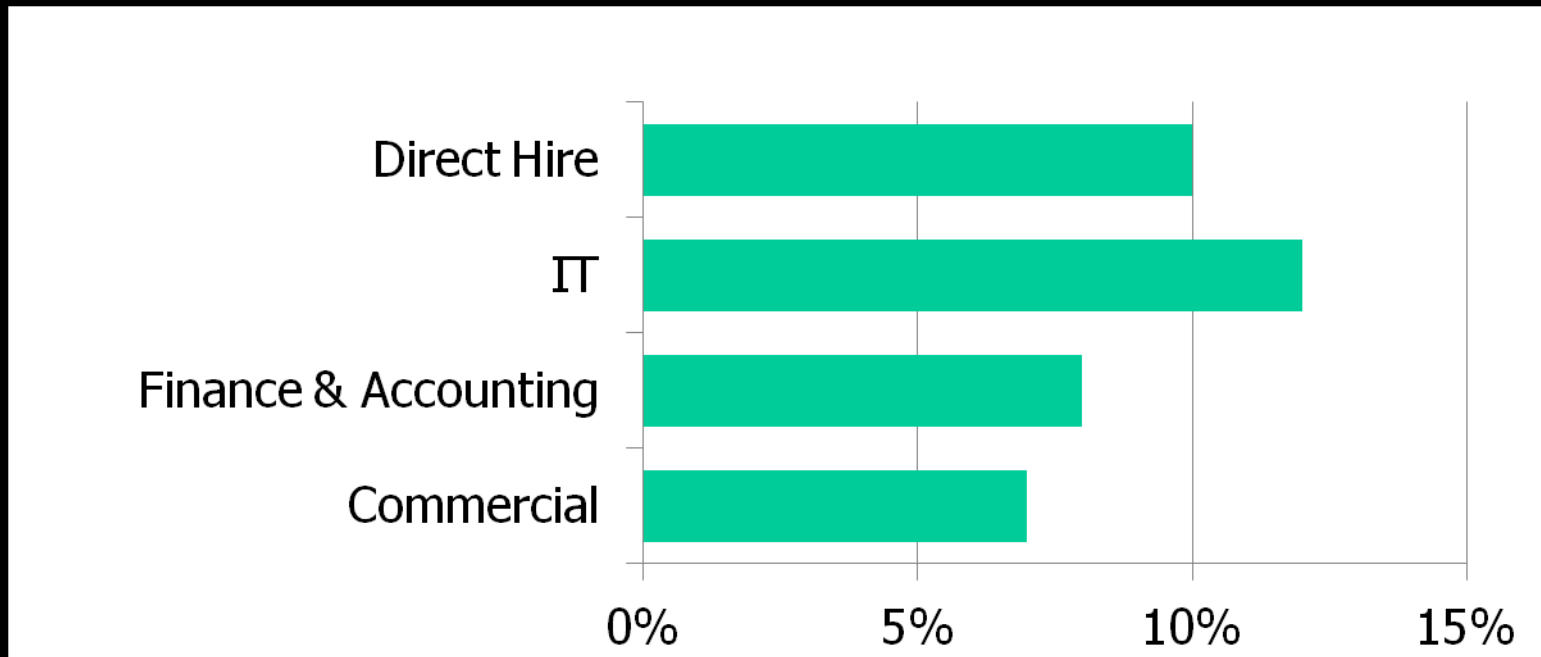
Planning for 2012 and Beyond

Agenda

- Intro: The Good...and not so good
- My Dad's #1 lesson
- History lessons
- 3 (almost) foolproof business strategies
- Planning for the worst
- Planning for the best
- 11 ways to grow your firm
- And what to do about marketing?

The Good News

- SIA 2012 Forecasts...



More Good News

- “Employers are scared of taking on permanent employees” [CNBC.com](#)
- “Latest economic indicators confirm the rebound remains in effect” [BusinessInsider.com](#)
- Staffing employment up 18.3% since the start of 2012

BUT...

- Competition continues to increase.
- SUI and work comp costs skyrocket.
- Healthcare reform?
- Europe?
- And it's an election year!



My Dad's **#1 Lesson** for Surviving a Recession



**Make the economy the
OTHER GUY'S PROBLEM!**

5 History Lessons

- Batten down the hatches
- Divestiture (FOCUS!)
- Maximize impact
- Service line extensions
- Government!



3 Strategies for Success

- Build a moat
- Broaden your client roster
- Improve your recruiting



Plan for the WORST

- Develop 3 budgets
- Get more aggressive NOW
- Develop 1:1 plans for each client

Plan for the WORST

- Investigate new services
- Set aside capital / increase LOC to ensure funding for sales & marketing
- ID trigger points

AND Plan for the BEST

- Expand sales & marketing
- Exploit hot disciplines and industries
- Become a specialists in specific types of people and/or specific business problems

AND Plan for the BEST

- Build in flexible capacity
- Make low risk investments

11 Strategies for Growth

- Organic Growth
 - Increase market share
 - Increase client share
 - Geographic expansion
 - Service line extension
 - “Follow the client”



11 Strategies for Growth

- M&A
 - Strategic acquisition
 - Strategic merger
 - Roll-up
 - Local market dominance



11 Strategies for Growth

- Horizontal or Vertical Integration
 - Move up the value chain
 - Other related services



And finally...
What about your marketing?

What to do with your marketing

- Killer website



What to do with your marketing

- Email and social media connections



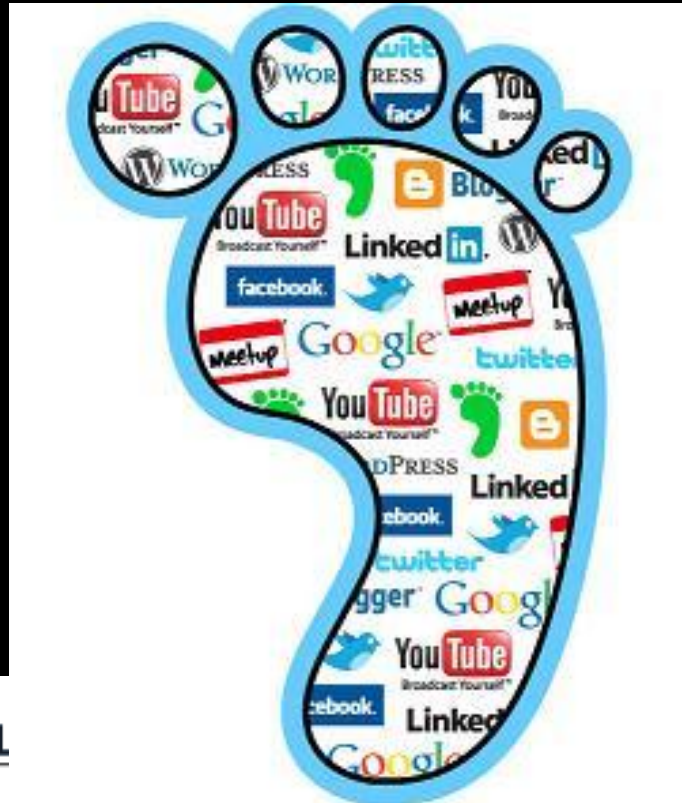
What to do with your marketing

- Find something you can OWN



What to do with your marketing

- Expand your online footprint



What to do with your marketing

- Nurture, nurture, nurture



And remember...
We're here to help!



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