

Survival of the Fittest—and Smartest

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As our economy experiences fits and starts with ethics, war and economic uncertainties, these elements have had a lasting impact on employment and occupational health programs. To survive, it takes not only staying power, but also a commitment to build a sound strategy and carry it out in every aspect of your program and organization.

Our work with clients takes us from coast to coast, to organizations of all sizes. But the messages we hear share a common theme: Organizations are asking for ways to beat the odds and be a smart survivor. Here are some tips we've shared along the way:

1. Revisit your plan. Review your business strategy, focus and desired outcomes. Make sure they are in alignment with your organization and resources.
2. Review your market research and intelligence. Business communities grow, shift and contract. Evaluate where your current business is and where you have opportunities. Determine how to address opportunities proactively and with limited resources.
3. Refocus your sales and marketing efforts. Develop 90-day critical sales plans with identified target prospects of value alongside current customers who have growth potential. If possible, incentivize growth in business that is profitable for your program.
4. Audit your operations and expenses. While most programs have extracted blood from a stone through cost cutting, it may be time to check on other ways to cut costs. Revisit your vendor contracts, supplies, leases, cell and phone service, staff productivity and overtime/contract staff pay.
5. Finally, while there is short-term pain, remember to stay focused on the long-term strategy. Make sure you're investing adequate resources in customer retention and new business growth in your program.



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