



# The SituAsian

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## SEVEN WAYS LEADERSHIP TRAINING HELPS TO RECESSION-PROOF YOUR COMPANY

In a recession, many leaders tend to freeze up, leaning toward indecisiveness even when bold action is required. As a consequence, they not only deal with the downturn poorly but also are not prepared to take advantage of the inevitable upswing in demand that occurs when the economy recovers. If leadership falls down, companies fall behind.

Here are seven ways leadership training helps to recession-proof your organization:

- 1. Adapt to the "New Normal"** - Eventually all great strategy translates into work - take action before analysis paralysis sets in. Don't let a short-term trend or a sudden disconnect derail your strategic thinking. Innovative companies do not abandon promising strategies; they adjust to the times. Adaptation to the "new normal" is an essential leadership skill.
- 2. Leadership Wins** - The number one reason people stay motivated through tough times is the same as the number one reason why people abandon hope - the leader. People are tuned into their boss, not the organization.
- 3. Identify Customer Pain** - If there is a "new normal" your leadership must recognize that pain shifts or new types of pain may arise in your customer base. From the board of directors to the delivery dock, your people must be sensitive to these changes. Your leadership must have the skills to absorb input and take proactive measures to address the changes in customer pain.
- 4. Stick to Your Values** - Do the right thing - short cuts and compromises may be tempting but don't abandon the

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- 7. Take Advantage of Opportunities*

values, the quality gains, the core processes that built your business. Play your best strengths better and honor your history.

**5. Believe in Your Leadership** - Remember that effective leadership training generally focuses on your most talented and valued employees in high-impact roles. These are the key

people to lead you out of a recession and the people at the helm during prosperous cycles, but if people don't believe in your leaders they won't follow. You need to believe in them first and show others that you do by investing in them.

**6. Believe in Your People** - Maintain and support the right staff with the right attitude. If layoffs need to occur, don't go purely by seniority - now is the time to get rid of the saboteurs and the demotors. Will your people break in the face of adversity...or will they break records?

**7. Take Advantage of Opportunities** - A downturn in the economy means that many doors are slammed shut. However recessions bring a wealth of opportunities as markets shift. Well trained leaders are able to see the larger picture and drive innovation.

Next month:

THE FOUNDATION OF COACHING

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[www.asia-situational.com](http://www.asia-situational.com) | [www.situational.com](http://www.situational.com)

SINGAPORE: 8 Kensington Park Drive #01-02, Singapore 557323 Tel: (65) 6286-5833 Fax: (65) 6286-5733 [cls@asia-situational.com](mailto:cls@asia-situational.com)

MALAYSIA: Suite 33-01, 33rd Floor, Menara Keck Seng, 203 Jalan Bukit Bintang, 55100, Kuala Lumpur, Malaysia Tel: (6) 016-606-8586 [clsmy@asia-situational.com](mailto:clsmy@asia-situational.com)

HONG KONG: Suite 2912, Shell Tower, Times Square, 1 Matheson Street, Causeway Bay, Hong Kong Tel: (852) 9448-2961 Fax: (852) 3007-4512 [cls@asia-situational.com](mailto:cls@asia-situational.com)

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**Interpersonal Effectiveness**

*Social Style*SM from TRACOM Group is the best-known model for interpersonal effectiveness. It develops interpersonal skills that lead to higher performance, for both the individual and the organization, and delivers long-term benefits. It provides an understanding and managing of behavioral differences and enhances the participants' overall effectiveness with others. It incorporates assessment to determine the participant's Social StyleSM and Versatility – the way they adapt to different types of situations and people. The session allows participants to explore the essential concepts and provides an opportunity for application.

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Singapore – [clssg@asia-situational.com](mailto:clssg@asia-situational.com)

Malaysia – [clsmly@aiaa-situational.com](mailto:clsmly@aiaa-situational.com)

Hong Kong – [clshk@asia-situational.com](mailto:clshk@asia-situational.com)

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For in-company workshops, program license and

certification contact Tan Joo Seet at:

Singapore – (65) 9826-6858

Malaysia – (6) 016-606-8586

Hong Kong – (853) 9448-2961

E-mail – [jooseet@asia-situational.com](mailto:jooseet@asia-situational.com)

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