



Managed 'right'sizing can lead to success

August 07, 2009 - Owners Developers & Managers

Promoting productivity in a downsizing economy requires a well planned and strategic management program. This program may follow different models; however, a clear intention can lead to success. Several outcomes of a downscaled economy are invariably anticipated, including a company's ability to operate with fewer staff as well as expectations of employees to be able to multi-task as well as optimize their output in fewer hours.

In order to control business profitability under such circumstances, careful measures will need to be undertaken to assure that there are appropriate levels of staff with the expertise to carry out the new dictums. This may also be the moment to create a new or refined vision for the company; an excellent way, for instance, of motivating the staff and cultivating a new energy for the firm.

Achieving successful downsizing requires a strong commitment by corporate executives. Possible solutions include establishing guidelines for employees to work on perfecting their management skills, maintaining a high level of morale and providing opportunities for staff to further their knowledge in areas of interest or in areas that need strengthening. For example, introducing individuals to new software programs allows them to broaden their experience furthering their ability to handle new demands in the workplace. Or encouraging staff to enroll in continuing education programs is an investment that can prove both rewarding to staff members and their company and bring results that benefit both.

Expansion of the mind, as we know, has proven to keep people interested and involved. The more engaged staff members are in their work and with their peers, the more invested they are in what they do and what their company stands for.

Communication can be a key factor in the success of managing a downsizing environment. Maintaining a calm and orderly atmosphere will naturally promote staff confidence, while an unsettled atmosphere will generate more uncertainty in the minds of the staff. Keeping one's staff informed can enhance productivity. This may be accomplished by including key staff members in marketing strategies for new business and also by encouraging the staff to participate in industry functions as well as networking opportunities

How a company is perceived during a downscale economy can affect its transition when the economy becomes active once again. A clear message that carries a positive, well thought out plan can help carry a business forward to the next level. Formulating that message takes concentrated effort. As it has been said that "it takes a village...", in this case, let's say, the message carries most weight when the entire company stands as one.

We are in a time when being competitive in business is no longer enough, and creative "out of the box" thinking is more paramount than ever, in order to get ahead. We are in a time that necessitates a unity of spirit and workmanship to rebuild our fragile economy. All is possible.

Mitchell Ross, LEED AP, is a senior associate for Ted Moudis Associates, New York, N.Y.

