

Best Business Strategies for Today's Economy

July 2011

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What a World!!! The Opportunity of a Century

There couldn't be a better time for celebration! The opportunity for a permanent shift in business leadership is fast approaching. An old adage in horse racing seems appropriate here, "Don't bet on the favorites!" We'll explain.

One of our favorite economic commentators is John Mauldin, a brilliant guy who week in and week out writes about and reports on remarkable developments worldwide that simply don't get much play here in the financial press. You might want to Google him and subscribe to his free newsletters that are far better than most stuff you pay for.

He just published an article posted by his friend, Simon Hunt that is a real "eye-opener". It seems the entire world is in a bit of an economic mess. Hunt reports, in short, Europe won't get off its back until problems with Greece, Portugal, Ireland, Spain and Italy are effectively dealt with, a process that hasn't really begun yet. Japan is too slowly recognizing its own economic crisis, and China will hit the wall over the next several years regarding its mismanagement of fiscal matters and its natural resources infrastructure. Food and energy present deep ongoing problems for the Chinese, according to Hunt.



The U.S. has a fiscal mess of its own to clean up, a process that Simon Hunt claims had better be addressed sooner than later. He foresees a dysfunctional and recessionary worldwide economic environment until...2018. We face a bleak world economy for perhaps the next six or seven years?!

But by comparison he is very enthusiastic about our competitive advantages here in the United States, assuming Washington can get its act together. If you are the alert leader of a growing business



the future has seldom been so bright.

This is what brings us to our call for party hats, champagne and fireworks. Hunt claims the process of bringing a manufacturing base back to the U.S., especially from China, is already in its very early stages, and we have the true potential to become a world hub of manufacturing once again. We are virtually the only place in the world substantially self-sufficient in food, natural resources and energy. With some essential tweaking of fiscal policy, education and training policy, and intelligent rebalancing of tax inequity, we are a true shining star. What a report!!!

Even though we are distressed at times with the complacency...maybe even emotional depression...of many of those in charge of our largest business organizations. However, plenty of energetic, skilled leaders are ready to grasp the emerging opportunities arising here in the next decade. There will be low hanging fruit ripe for the picking.



What is required...an attitude change. Hunt suggests the crisis we face will provide exactly that environment.

Those businesses willing to get serious about hiring the best people, compensating, training and motivating them to attain the highest levels of performance will be tremendous winners.

Becoming an **Employer of Choice** is essential, and will require team building and creating a culture of true excellence within each organization. Great employees will be the ultimate advantage.

Once the commitment to prepare for this developing opportunity is made, and the right people to make sure it happens are on board, this can take our next generation to new levels of prosperity.

The key to this success is our leaders in every walk of life embracing this as an essential legacy from our generation to the next. Everything we need is within us. Will we step up? We really hope so. And we believe we can!

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