Managing Through a Recession

by Robin Tidd

Whether you are concerned about your own business or wanting to support your clients going through difficult times, Managing Through a Recession will enable you to think through your approach to managing a business through a recession. Working through the process of understanding what is going on, assessing the damage, planning under pressure and making it happen, learners will develop their approach and engage in a dialogue with their peers. Robin Tidd’s experience helping a variety of clients informs both his ideas and the stimulating questions he raises to provoke the debate.

Managing Through a Recession enables the learner to:

• Predict what could go wrong in a downturn and spot it early
• Assess the likely impact of any issues
• Develop a plan to address problems
• Put in place the right actions and measures to ensure your plan works.

Topics

What’s going on?
• The current environment
• What’s different this time?
• What’s positive?
• What does this mean to you and the senior management team?

Assessing the damage
• Problems and consequences: Part 1
• Problems and consequences: Part 2
• Damage reporting
• Root causes

Analysis tools
• Analysis of sales and gross margins – the product market matrix
• Analysis of new business leads – the “funnel”
• Activity based costing analysis
• Short interval costs
• Error reporting
• Process management – the leaking pipe

Planning under pressure
• Planning and replanning
• Prioritising
• Approaches to problem solving
• Possible routes to solutions

Making it happen
• What makes an ongoing process of implementation?
• Emotions
• Meetings
• Management information

Target audience
This course is designed to appeal to professionals, both in finance functions and other areas, who are looking for a practical course that enables them to apply business theory to successfully manage their organisation through a recession.