

Make Lemonade

It's probably one of the most annoying sayings anyone has ever heard; "when you're dealt lemons, make lemonade". Instead of affording some sympathy, the saying basically tells us to get over it and make the best of a bad situation.

The business woes of the past year, on top of the hardships of the year prior, means that most of us who adhere to the sentiments of this saying are more or less swimming in lemonade. The will to survive, if not prosper, has led many companies to buckle down, grin and bear the tough times. Some did so with a "last man standing" attitude, that drove determination and sparked competitive instincts. Others made lemonade because it was better than going thirsty, even if it wasn't their beverage of choice.

Tudog admires the way companies have adapted to the tough times. We're even more impressed by the persistence even as the forecasts and predictions remain uncertain. Seems to us that many companies that thought they'd sit out the unstable period are now getting back into the game because they recognize that their business can't wait until conditions are optimal. In a sense, they realize they need to make lemonade from the hardships and push forward, gaining market share and competitive advantage over those companies that are opting to sit on the sidelines and wait.

Now's the time to be proactive. Sure there are lemons flying at us. Each one represents an opportunity. How sweet it is.