

The Risk of Doing Nothing

There is a natural tendency during difficult times to cut back on normal business activity, as well as put off existing plans to launch new activity. While we understand the need to conserve resources and avoid risk, we feel the need to call attention to the dangers of inaction.

And they are plentiful. The most obvious risk is that the world will not stand still while you're hibernating and that when you finally awaken you will find your competitors way ahead of you. Another risk is that your product will become obsolete as others, more in tune with the market by virtue of their activity, engaged in the kinds of product adjustment that kept them relevant and compelling.

We agree you need to be careful during hard times. There is nothing good to be said about a situation where more is going out than is coming in. We understand the logic of cutting down on what is going out. What we want to point out is that it can, inadvertently – and permanently – damage what you have coming in.

We encourage you to continue engaging your market, investing in your relationships and be creative. Make sure that the posture you assume during hard times positions you for strength when the good times return. Doing anything less would condemn your company to perpetual bad times, even after your market springs back to life.