

Kate McEnroe

C O N S U L T I N G

Creating Prosperity in Challenging Times

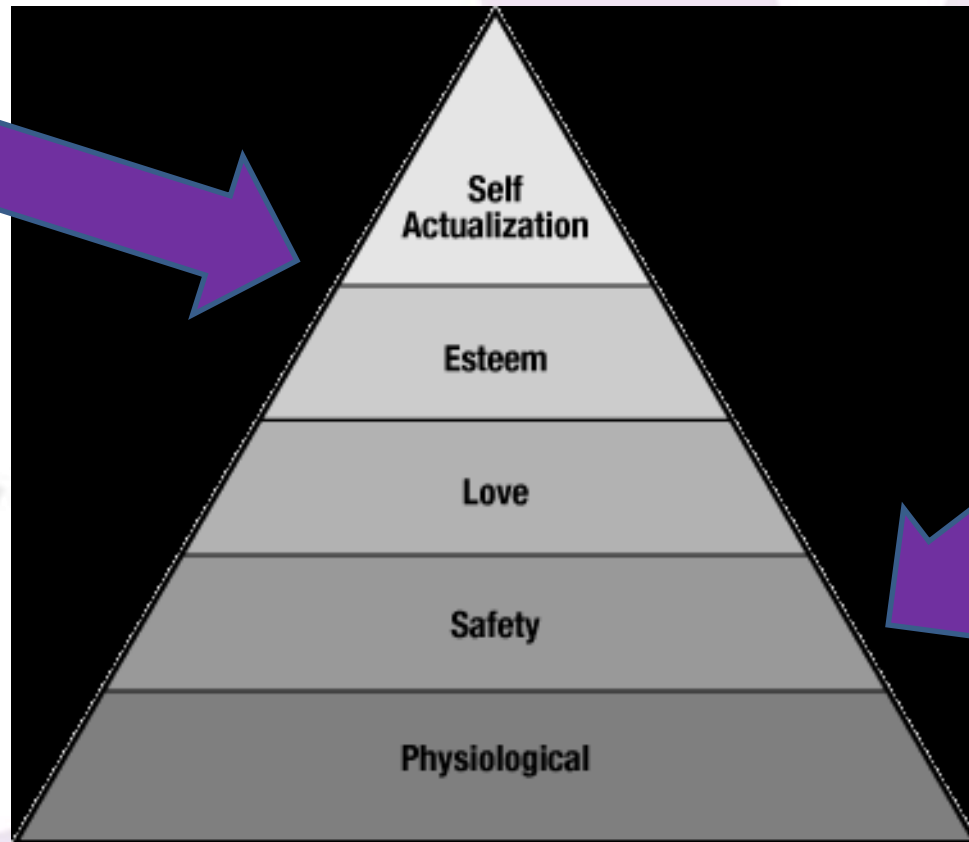
ACCE Convention 2009

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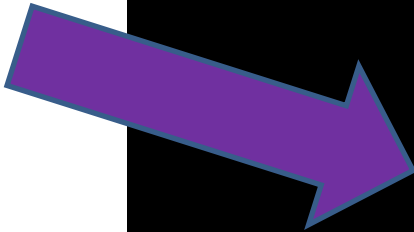
Don't Waste a Good Crisis

Needs have Changed

Maslow's Hierarchy



Many of your efforts are here



Many of your people are stuck here right now



Balance your Priorities

Meet People Where they are Today

There are not enough Silver Bullets

Cooperate

Political Barriers are Inefficient

Disagree but don't Obstruct

Be Transparent

We already have a crisis of confidence

Don't Hide Bad News

Talk about People

Refocus Resources

Unique Marketing Messages
Trade Based Entrepreneurship

Non-Target Industries

New Markets, New Channels, New Applications

Middle Road Education