

# Building Your Business

## Keep Up the Work – Even in Tough Times

By Chris Mahlmann

**B**uilding your business is one key job requirement of leaders in any company, every day, regardless of what the economic times hold. It is easy to get buried working **in** your business and not spending enough time working **on** your business. While you can get away with that during the best of times, it can really hammer you during the more volatile economic conditions we are experiencing right now.

That does not always mean you should use the exact same methods you would if you were going through periods of strong growth and prosperity, but think of it this way: If the plan you need to follow during tough times is that different, that should tell you that the plan you were following in better times was likely not the best plan anyway.

If you are building your business on very sound, proven, common business sense and consistent, well-executed plans, they should be providing your company with a positive return in good times as well as during those more challenging circumstances. Sometimes a rough patch will be the difficult reminder that a concrete growth plan is not already in place

for your company, and times like these are when you could use it the most.

Don't let that be a reason not to start. Begin the steps to build your way back to the kind of success you want to see in your business. Have a plan that drives you now and also helps you to make the best of the best times. It will help you weather the inevitable changing fortunes that your company will face in the future.





Chris Mahlmann

### Backwards principle

Every business owner since the beginning of commerce (when caveman marketed sharpened sticks and fire starters) has or will experience the long-standing mental battle of sales and marketing strategies they could choose from when their business is going through a challenging economic environment. Thousands of companies throughout history, and still today, have made the

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