



# Managing Through a Recession

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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** is part of Nelson Croom's **peer-enriched learning** suite of learning. Peer-enriched learning courses stimulate intelligent dialogue and debate and provide a valuable and evolving resource of professional knowledge and experience. These courses are topical, practical and highly relevant to today's changing market. Each module is split into two activities: Understanding the issues and Putting it into practice. The first encourages learners to think about a topic, drawing on their own professional experience and knowledge. The second helps learners to put ideas and/or theories into practice as part of their day-to-day work.

**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.