

Food for Thought

March 2009

Now is the time to invest in your business

Food for Thought is our way of sharing interesting concepts on corporate leadership and management with others who might find it useful. The thoughts offered are intended to be controversial and thought provoking. They always follow our motto of helping develop logical leadership.

The current economic crisis has caused all of us to pause and ponder. Most businesses are adversely impacted and it is only prudent to carefully manage all discretionary expenses. Eventually, the economy will rebound. For now you are probably resigned to hunker down and wait it out.

Yet, at LogiStyle we are advising clients to invest – prudently and strategically. Make those investments that you might have otherwise deferred, so that you are poised to change the landscape when the economy recovers. It is in such economic upheavals that the competitive landscape in most markets change. This is your opportunity to emerge as a more strategic and more powerful player in your markets. We are not suggesting that you spend freely. On the contrary – we recommend controlling discretionary expenses even tighter. Be even more frugal, and use the savings to invest more strategically.

Do you know what strategic investments made now would position you as a more competitive player when the economy rebounds? That very discussion with your executive team will be valuable. Do you have the financial capacity to make those investments? This is the time to examine what non-strategic expenses can be curtailed to make room for those strategic investments. Do you have the courage of your convictions to make those strategic investments? That is what separates leaders from followers.

At LogiStyle we have taken the medicine we dispense and have analyzed what strategic investments we should make now and how we will fund it. This has given us a whole new perspective in which we view the economic downturn. Give us a call if you are interested in

learning more about our strategy.

We have received many responses to our Food for Thought mailings, asking if you can freely share and forward these thoughts. Indeed you can. All we ask is that a clear attribution to LogiStyle and our contact information are included. For the interested reader, we have archived some of our recent Food for Thought mailings at our website, and can be viewed at LogiStyle: Food for Thought Archive. As always, we welcome your comments. We hope your business is doing well. If we can be of any assistance please feel free to call – even, if just to chat.

Best Regards,

Balaji

Balaji Krishnamurthy

LogiStyle, LLC

P.O. Box 91182

Portland, OR 97291

(503)789-1338

balaji@logistyle.com

www.logistyle.com