

**Preparing for Success as the Economy Rebounds**  
*Oakland's Cliff Consulting offers insights on how businesses can earn more while doing less*

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Business Wire  
BNET  
East Bay Business Times  
Financial Times  
Healthcare Industry Today  
IT Industry Today

Kiplinger  
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**Oakland, CA, April 14, 2010**—Businesses that cut expenses across the board while trying to ride out the recession often find that the strategy backfires, saving less money than hoped. But worse yet, that strategy wastes a golden opportunity, according to Robin Nasatir, CEO of Oakland-based [Cliff Consulting, Inc.](#) (CCI).

“Recessions and other crises provide a chance for organizations to re-examine where they’re focusing their time and resources,” Nasatir says. “With fewer employees being asked to do more, there’s no better time to identify and invest in ways to become more efficient and effective.”

A study published in the March 2010 *Harvard Business Review* (“[Roaring Out of Recession](#)”) bears that out. Researchers looked at 4700 companies before, during and after recessions. The companies that did the best following a recession were mainly those that selectively reduced costs by focusing on operational efficiency while preparing for the future with comprehensive investments in marketing, R&D and new assets.

That’s why CCI is offering a free “Strategic Initiatives Planning Workbook.” It covers six steps organizations of all sizes can use to identify and focus on “big-hitter” projects that will return the greatest rewards:

1. Set organization-wide objectives that support major, measurable improvements—such as lowering key product or service costs and increasing specific revenue streams.
2. Prioritize current projects according to their potential impact towards those objectives
3. Look for additional “big hitter” improvement opportunities through an operations review
4. Create a prioritized list combining high impact projects and “big hitter” improvement opportunities
5. Set the stage for successful change by engaging the right people
6. Establish a pragmatic action plan

One more factor—timing—is critical in a recessionary environment, according to Nasatir. Companies should focus on projects that can show results quickly—typically, in a year or less. “Trying to do too much will only dilute energy and financial resources at a time when there is little to spare,” she points out. “That includes being courageous enough to cancel or defer projects already approved or underway. It’s critical to focus on doing only the right work right now.”



CLIFF CONSULTING, INC.

“Our 40 years of consulting experience have shown that a relatively small investment of time up front can help organizations focus their resources so they’re able to earn more while doing less,” Nasatir says.

To download the Strategic Initiatives Planning Workbook, visit <http://www.cliffconsulting.net/publications.php> . CCI also offers a cost-effective Project Prioritization and Operational Assessment service to help those organizations that don’t want to go it alone.

**About Cliff Consulting, Inc. (CCI)**

Oakland, California-based Cliff Consulting, Inc. is a locally-focused management consulting firm that specializes in helping clients identify, plan and implement critical projects in the areas of business process improvement and information systems. The firm is comprised of exceptionally seasoned consultants who are skilled at helping build and motivate internal teams while tailoring their approach to fit the culture and needs of their clients. More information about the firm may be found at [www.CliffConsulting.net](http://www.CliffConsulting.net).

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