

The background is a dark, textured surface, possibly marbled paper or a similar material. Overlaid on this are faint, light-colored sketches of human figures in various poses, some appearing to be in motion or interacting. The text is centered and reads:

DON'T PANIC — PLAN

infinia

DON'T PANIC. PLAN.

RECESSION-PROOFING YOUR BUSINESS AND BRAND

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Economists warn of a possible recession. Meteorologists warn of a possible disastrous weather event. Our hope is to avoid both. To be forewarned is to be forearmed, so make plans just in case they do occur.

In addition to having to deal with a pandemic, supply chain problems, cultural tensions, political chaos, a war in Ukraine, and rising inflation, the prospect of a recession looms over the horizon. Taken together, it's exhausting; yet maintaining the ability to act, to be agile, to adapt, and to stay true to your purpose and convictions is crucial.

MARKETING

Communicate more to those who matter most. Remind the top 20% of their importance and value.

Craft messages that convey what matters most. Empathy, values, and transparency get rewarded.

Focus on substance. Spin is the cotton candy of marketing; absent of anything that will meet the test of time.

Forget shiny objects. The latest and greatest are rarely either; find and work the levers of tried-and-true creativity.

Show more. In an experience economy, visual expressions make lasting impressions and connections.

Tell less. Words often carry meaning beyond their intent, however reading has become secondary to seeing, watching, and listening.

PEOPLE

Compliment more. In stressful times, an encouraging word helps to achieve performance goals and objectives.

Criticize less. Find ways to communicate constructively to achieve desired behavioral changes.

Cheer collaboration. No one is as smart as everyone; so harness the knowledge, expertise, and wisdom of all.

Convert silos. Leverage silos of expertise for maximum effect by sharing knowledge, insights, and content freely.

Find “A” players. Regardless of the state of

the economy or business, the quest for the best talent should never rest.

Lose “C” players. Don’t put off the inevitable of letting marginal players go; all who remain will say thank you.

OPERATIONS

Raise expectations. Don’t underestimate the ability of staff to rise to the occasion when they know the standard that’s to be met.

Lower exceptions. Elevated standards work best when they apply to everyone.

Think like a consumer. The customers are not always right, but they are always the customers — it’s something to remember.

Work like an owner. No detail is too small, no task is trivial, and no decision lacks importance when cradled in the pride of ownership.

Embrace simplicity. Now is the time define and communicate the essence of your company, product, or service.

Reject complexity. Say no more often than yes; quality demands it, consumers appreciate it, and markets need it.

Increase speed of digital transition. Deploy digital tools that enable staff to engage in higher-order thinking and tasks and provide consumers with access.

Decrease number of analog channels. Put an end to manual tasks that can and should be done by technology that is available today.

Hope is not a viable strategy. **Keep Calm and Carry On** is an excellent life philosophy. However, to recession-proof your brand and business, **Don’t Panic, Plan** is the course of action in turbulent times. ■

WE MAKE
THE COMPLEX
SIMPLE AND
THE SIMPLE
MEMORABLE

INFINIA GROUP LLC

New York | Denver | Austin

www.infiniagroup.com

We create simple brand strategies, designs and communications that move markets, organizations — and the world — forward by collaborating with our clients to change experiences in ways that positively impact the behaviors of customers, employees, investors and policymakers. We make this happen by transforming complexity into simplicity and ensuring what is simple becomes memorable.

Infinia is a founding member of the Selbey Anderson Global Alliance: selbeyanderson.com