



Global Management Consulting Services

## ***Commentaries and Insights from Allawos & Company***

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***“What will the Great Pumpkin bring this Year?”***

***Michael Allawos, Principal Consultant***

As kids we all looked forward to that time of year when the weather started to change and we began to focus on seasonal events with family and friends which offset the dread of going back to school (for most people). As adults Halloween has turned into a business rivaling Christmas both in revenue and enthusiasm marking cultural and community events and gatherings. And so the cycle starts once again, but will this cycle be as traditional as years past?

We find ourselves with a contentious Presidential election with competing ideology, a world in a state of flux devoid of strong leadership and direction, the chess board of international business in high gear, the need for talented and trained employees in an economy that has low labor participation rates, government induced inflation and regulations and the cost / value of education soaring, as well as technological innovations. Trick or treat, Happy Halloween!

What to do? Stay positive and plan!

Right track wrong track? Does it matter?

The above is a trick question. There is little that most people / business can do about today's trends so we have to improvise and be creative, betting on a future direction can be most dangerous. After all creativity is the life blood of any company being competitive and relevant in the world.

There are several ways to better your odds of success, such as enhancing internal communications through performing a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis with your key people and revising your business plan with the updated information.

*“I believe that it is time to begin the fundamental analysis of how we got here, what led us here and what we need to do in order to ensure that we are equipped with the best possible intelligence as we face these issues in the future”. A quote from Mr. David Kay*

Some weeks back I was speaking with a customer about performing a SWOT analysis with their key people. I was then lectured by a top executive stating he was an MBA graduate and informed me that a SWOT analysis was sophomoric and a waste of time. This is sometimes a typical response from management imposing their will and thinking they are the smartest person in the room.

What this executive failed to understand is that the exercise of a SWOT was twofold. The first was the journey where the key people analyzed the company; the second was owning the outcome without it being forced on them. Ownership and empowerment is invaluable in an organization and is the one lesson that is usually the hardest lesson to learn.

As always include the updated SWOT analysis in your business plan and if you don't have a business plan for God's sake make one! “If you don't plan, plan to fail”! (Here is a link to a SWOT analysis worksheet [http://www.allawosandcompany.com/images/SWOT\\_Analysis\\_Template.pdf](http://www.allawosandcompany.com/images/SWOT_Analysis_Template.pdf))

The moral of the story is to park the ego and become part of the solution. So don't ask what the “Great Pumpkin” will bring this fall, but how prepared are you for whatever knocks on your door, a trick or a treat?

Allawos & Company is there to help you ask and answer the tough questions whether it's finally getting to writing that business plan or updating one, performing badly needed market research, performing strategic company alignment, employee surveys, turning the company around or simply not knowing where to start; calling on the specialists at Allawos & Company can be your first step in moving forward.

## **About Allawos and Company, LLC**

Allawos & Company is a comprehensive global management business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

We are a global management consulting firm specializing in business plans, business development, corporate development, contract negotiations, employee surveys, strategic planning and turnarounds.

We service the aerospace industry to healthcare, semiconductor to farming and most industries in between.

Our comprehensive consulting services improve the client's condition and leaves behind the tools for growth.

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