



bullet proof your business

The Path Forward



DALLAS MERCER

When faced with tough economic times like we're seeing today, business owners have two options – they can either keep moving down the same path and hope it passes quickly, or they can make a change. As a business owner who has been working with clients across Canada for over fourteen years, I can tell you that the first option isn't advisable for the success of your company.

When I first incorporated Dallas Mercer Consulting (DMC) in 2002, the economy wasn't great. So I've been here before and I know not to panic. I've seen many ups and downs over the years, and I can tell you that the best thing you can do to weather the storm is to step back from your business and re-evaluate your practices inside and out.



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You need to ask yourself: can we simplify things? Can we do things smarter? Can we be more efficient? And can we do all these things without compromising the value proposition that we offer to our clients?

ENGAGE
your team.

Look inside your own company and make what we call '**mini Uber-like moves**'. These are small, disruptive changes that tweak your business model on a smaller scale. It's an evolution not a revolution, but it sends a clear message to your team to break away from business as usual. This is a strategy we've taken quite seriously at DMC. We've found ways to expand beyond our original service offering to fill gaps in the industry and it's helped us to build stronger relationships with our clients. That's how we've grown from solely offering disability management, to now providing industrial hygiene services, safety consulting, safety training, and ergonomic assessments. Simultaneously, we've been investing in ourselves, our value proposition, and our future.

MAP
it out.

The second piece of advice is to '**get out there**'. Everyone in your organization should be thinking as sales people. While you are out there, do your own informal research. You can do it without spending a penny by just talking to people. Speak to leaders of other businesses, speak to mentors, speak to your customers, be relentless at asking questions – focus the conversation away from the negativity of the day and toward finding opportunities for your business to grow.

TALK
it out.

Among these opportunities may be partnerships. Through powerful partnerships, such as the ones we've built with Innu DMC in Labrador, and with Ingenium Training & Consulting based in Ireland, we've been able to push the local and global presence of our brand. You need to think beyond your own borders, wherever they may be. We live in NL, but we can do business anywhere.

And do
it with a
sense of
URGENCY.

Finally, **spread your risk**. By not depending solely on the success of just one industry, you can build a solid foundation of clients. This is one of our core principles at DMC, and has been since the beginning.

This type of thinking has led DMC to the business it is today – a solid team of the best disability managers, industrial hygiene specialists, and safety service providers in all of Canada. But that's not what will set us apart in the future. It is our goal to be recognized for providing vital support for our clients, pushing our vision beyond the borders of our business, and disrupting the industry. And while some business owners would see this as the perfect time to throw in the towel and walk away, we see this as just another opportunity to challenge the status quo.