



1. Review absolutely every cost in your business - honestly
2. Make a plan for controlling and where possible reducing costs
3. Communicate fully and regularly with all key players
4. Reward good ideas and motivate your team.
5. Build up a team of experts that you trust to advise you.
6. Cash is king - so keep your cash flowing.
7. Look at your pricing. Don't be a busy fool, giving service or products away.
8. Be positive - and keep selling.
9. Make time to work on your business as well as in it.
10. Remember to have fun.

Sue Tumelty, Managing Director
The HR Dept