



Key Survival Strategies this Decade
Key strategies that kept businesses and organizations alive

Survey by ATK

- Managed cash closely
- Controlled or dominated the category
- Planned for all upside and downside issues
- Went fast and got there before the crowd
- Hired the best people possible
- Leveraged money, opportunities, time and had detailed knowledge of all the segments they participated in
- Planned for survival, stamped their brand on the minds of the customers, politicians, community, competition and stakeholders