



Dream in Double Digits: creativity during the recession

If you remember the letters in the word ‘muse,’ you’ll have a simple strategy for jumpstarting sales and employee morale in one, four letter theme. The explanations below are not tips, exactly; they are the creative values that jumpstart corporate vitality in the face of recessionary negativism. Weave them into the fabric of your corporate culture and re-examine them frequently.

Remember: without the muse, you’re bound to lose.

M stands for meaning. Meaning is ‘relevance that has an emotional aspect. Wrap your marketing programs around a deeper mission and enjoy a stronger return-on-investment.

U stands for upside. You have much more potential than the 2% to 5% incremental sales gains your accounting department is discussing. Eliminate tweaking and incrementalism during this cycle! The key is not thinking outside the box, exactly. It’s thinking inside a new box, then linking the resultant ideas to emerging trends.

S stands for simplicity. The more knowledgeable you are about your business, the more likely you are to become imprisoned in complex, abstract explanations that prevent actionable messaging. After developing your strategy, make it concrete and clear.

E stands for extreme. Everything has to be novel and over the top. Passion is the most desired characteristic in companies right now. During a recession, an idea that isn’t dangerous isn’t an idea at all. As Seth Godin tells us, “extreme is mainstream!”

Create a new strategy that transcends the turbulence of the recession. Omegapoint can help with training, creative planning and hands-on assistance: 402-884-2031