

April, 2013

Background: A new client retained us a while ago to analyze their business and facilitate development of a strategic plan. When we arrived to begin the project, the CEO handed this to us and said, "This describes us and what we have been doing."

RIDING A DEAD HORSE

Dakota tribal wisdom says, when you discover you are riding a dead horse, the best strategy is to dismount.

However, in business we often try other strategies with dead horses, including the following:

- Decide the horse is not dead.
- Change riders.
- Say things like "This is the way we have always ridden this horse."
- Appoint a committee to study the horse.
- Arrange a visit to other businesses to see how they ride dead horses.
- Harness several dead horses together for increased speed.

The rest of management and the shareholders soon recognized the company was riding a dead horse and dismounted. With our guidance, they developed new strategies and mounted a new horse. Both this horse and the company are now very much alive.

Unfortunately, even though the economy is recovering, some companies continue to ride a dead horse.

Robert Denney Associates Inc. provides strategic management and marketing counsel to law firms and closely held companies throughout the United States. Previous Communiques, as well as articles on important issues and information about our services, are posted on our web site which is constantly updated.

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