

RDA CORPORATE COMMUNIQUE...

ROBERT DENNEY Associates, Inc.

Management, Marketing, Strategic Planning

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PLAY YOUR CARDS CLOSE TO THE VEST UNTIL THE ELECTION IS OVER

Yesterday's edition of *The Wall Street Journal* carried an article that contained some words of caution that should be noted by businesses of all sizes.

“The two leading presidential candidates . . . have prescribed policies that deeply influence the economy. That is stoking uncertainty, something businesses don't like and consumers can find unsettling.

‘Political strife discourages investment, output and employment. Uncertainty causes markets and small business owners to pause, said Robb Hilson, Bof A's small business executive. Once things are decided, they tend to get on with the new reality.’”

I serve as an outside Board member to companies and, in most cases, urge them to develop – and implement – strategic plans. However, in view of the current political and economic uncertainty, for the last few months I have urged these companies, as well as clients to whom I provide strategic consulting, to pause, monitor the results of their planning and even, in some cases, develop alternate plans so that they are in a position to adjust to the results of the election. Although crude oil prices hit a new high yesterday and the Dow Jones average rose again, I am not changing my recommendation.

Bob Denney

Bob Denney serves as an outside Director and has also served as an interim CEO in turnaround and crisis situations. For further information visit our website at www.robertdenney.com

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