

## It's Not Just About Profitability and Survival



Dec 29th, 2009 | Categories: [Leadership](#)

Pat Heydlauff

Today's economic and political climate is changing. This is a time for action not reaction; a time for decisive leadership to guide companies safely through a quagmire while preparing for the future. "Maintaining market share, maximizing operational tightness and propagating the long term view for the company are critical during an economic downturn," said the CEO of a major privately held corporation. Companies can no longer just focus on the short-term view of survival – they must thin...