Actualize and Uncertain Times

We wanted to first let you know we are here for you during these uncertain times. We recognize the challenges each of you are facing. If there is anything we can do to help, please reach out.

As the economy is taking a hit with COVID-19, we wanted to give you our perspective and our historical experience through past economic downturns.

If you do not know, Actualize was founded in 2003 and have managed through economic downturns before. In 2008, when the market took a downturn, we successfully navigated the environment and are proud of the fact we did not have to downsize due to the market conditions. We managed the environment by focusing on certain clients less impacted and developing new offerings focused on cost reduction and automation. Given we provide a service as opposed to a specific product we are more easily able to adapt to changes in the market’s needs. Now we face yet another crisis in the market and we feel well positioned.

**WHY?**

We have a solid financial position to support slower growth during this time. Additionally in this type of environment, firms leverage consultants when there are hiring freezes on full time employees and for cost reduction strategies. They will be looking to be more efficient with automation and systems in place which fits well with our offerings.

**WHAT CAN YOU DO?**

**CLIENTS**

Ask your clients:

* What do you need right now to move forward?
* What are your pain points?
* Can we take on more to push the project forward while your focus is being diverted elsewhere?

Perhaps, we can add more resources to backfill the projects. You may have to amend statement of works to add the work they need straight away.

**INTERNALLY**

If you have down time, let us know and we will align you with an internal project. Also, do some personal housekeeping such as:

* Update your performance sheet for 1st half of 2020
* Review your bio and resumes and work with Maddie on any updates
* Think about how Actualize can position ourselves, offer ideas to management

**PERSONALLY**

It is important to take good care of yourself utilizing the six daily principles.

1. Complete an activity you love each day
2. Openly communicate, use more video options to see others to connect
3. Pause and breathe
4. We are in a challenging time, do your best to pivot to being your best
5. Nourish yourself with healthy food
6. Move each day and try to get some fresh air.

In closing, we are in this together and are committed to help in any way we can. Please reach out with any questions or concerns.

Stay safe and sound and take good care,