Managing your business in uncertain times

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Agenda

Managing your business in uncertain times…

1. Certain uncertainty ?
   - Brexit – when can business expect certainty ?
   - Global – a trend towards de-globalisation ?
2. So what…should we be doing?

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Brexit: when can business expect certainty ?

"It is a riddle wrapped in a mystery inside an enigma."

Winston Churchill, Oct 1939

Images: BBC, Open Europe

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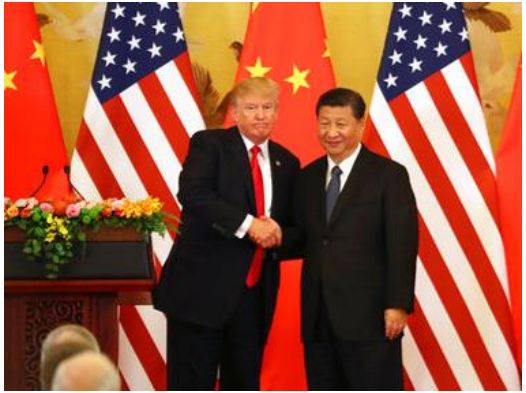
Global – a trend towards de-globalisation ?



Images: University of Pennsylvania, Firstpost, Vox, BBC

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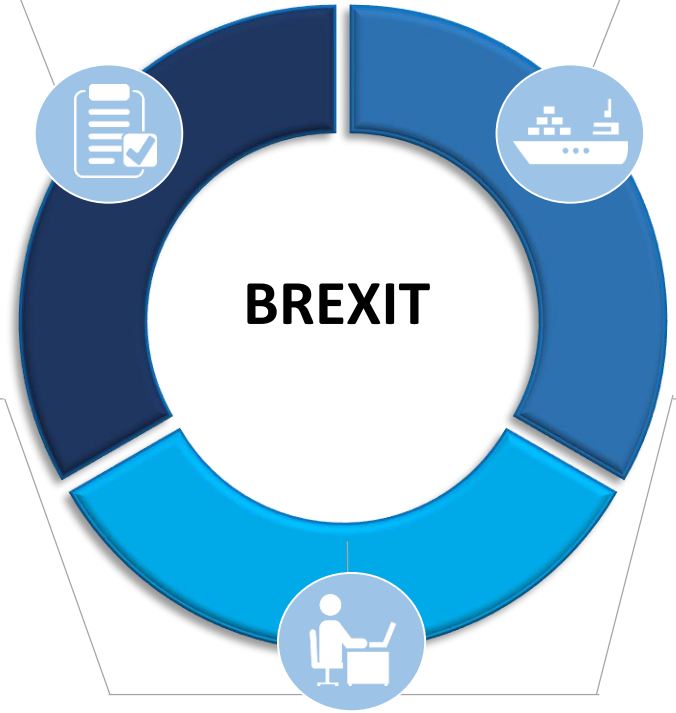
So what…should we be doing?

EU DEPENDENCY?

- % of Turnover or Profit
- ‘Supply Chain’ vulnerability
- People / Skills / Knowledge
- Subsidies
- Geographic
- Customer base

OPPORTUNITY RADAR?

- ROW – New Markets
- Market Share
- Product Development
- EU Trade !
- New Horizons / Fresh Vision



TOLERANCE?

- Increased costs
- Market / Sector changes
- Exchange Rate volatility
- Finance availability
- Border controls & logistics
- Tariffs (direct / indirect)
- Regulation

HOW READY?

- Wait & see ?
- Scenario Planning ?
- Contingencies executed ?
- Evolving strategies ?

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