

September 2022

## Webinar: “The Coming Recession, How to Prepare Your Company for the Downturn”

We know that understanding and planning for your business with a possible recession coming can be a challenging task. That’s why we are bringing you a webinar — “The Coming Recession; How to Prepare Your Company for the Downturn” presented by Gene Marks.

In the [webinar](#), Gene explains that experienced business leaders across the county are already preparing for the next downturn, which he says is likely to come in the next 6-12 months. But, there is no need to panic. Anyone who has been running a business for a period of time knows that the economy is cyclical.

During this fast paced, entertaining and extremely valuable discussion, Gene will share what these leaders are doing to position their companies so they can successfully navigate through the coming downturn. He will explore these tactics:

- Looking at a few little-known metrics that give the best indication of our economic future
- Strategies smart companies are using this year to navigate inflation and supply chain issues
- An update on legislative and political events that may impact your strategy
- Tactics that forward-thinking leaders are using to not only retain their best employees during a downturn but to attract new talent
- The latest technologies that are attracting investments from small and mid-sized companies and which are helping to keep overhead low and profits growing
- Cash flow moves managers are making now to ensure they have adequate reserves for the downturn

Gene Marks is an author, columnist, keynote speaker and small business expert. Nationally, Gene appears regularly on **MSNBC** and **Fox News** as well as **The John Batchelor Show** and **SiriusXM’s Wharton Business Channel** where he talks about the financial, economic and technology issues that affect business leaders today.



This webinar has been developed specifically for you – our Builders. We are here to help provide support at this time and hope that this information will be beneficial. The webinar is an hour in length, and you can view it anytime on demand.

If you have questions, Gene is available for contact at [gene@marksgroup.net](mailto:gene@marksgroup.net).

To watch the webinar, click here:

<https://vimeo.com/735519004/59743cc45a>