



November always see the big push for the better planners, with online ordering peaking, to catch the vital Christmas deliveries.

If we put that much time into planning ahead for a great holiday season, how about taking time to plan a prosperous New Year, from a business perspective. Breakthrough thinking on new revenues for the year ahead can mean you make more of any revival, in optimism and economic well-being.

No sector has been unaffected by five years of setbacks.

- Public sector planners are under pressure to identify new incomes to help cover the service level they would want to offer.
- Not for Profit has seen the fittest, or best planned, harvest the fruits of donor kindness, whilst many less resourceful organisations have withered.
- Mutuals, social enterprises and cooperatives have never had such an open path before them, yet few have been able to step up at scale, or without challenges.
- 'Traditional' commercial businesses – the closures have slowed, and many bigger ones have cash reserves, as investment confidence has been low.
- Digital communities - we seem to value jam, from US Twitter, Facebook and LinkedIn above bread & butter needed now. When will our UK talent next turn brilliant creativity and connectivity into a \$10bn plus earner for UK plc?

Why the hesitation across the sectors? Austerity has brought closer together the thinking of households and of organisations. We 'postpone, avoid, indulge, await'. Time now, with a new and better year approaching, to awake.

A report this month from Hemsley Fraser at the Chartered Management Institute's National Annual Conference gave supporting evidence of managements' top priority – 'dealing with change'. Beyond this, the survey also highlighted five key challenges that Quadrant has also noted widely.

- Coordinating Business Development activities
- Getting the best performance out of the team
- Achieving results with fewer resources
- Internally promoting their department as a value-adding business partner
- Managing and bringing through star performers.

Finally, from that report, 99 in 100 managers intend to 'develop themselves further in the coming year'. A good indication that a natural response, to constrained and frustrating times, will be to do one thing we can each control, get better and fitter.

This insight confirms what Quadrant has seen as the features that tend to coincide for success in finding new income during good times and even more so in bad. These are simple and threefold for Quadrant. Make sure you have all three if you are intending to start a New Year with a bang.

- A. Best Proposition - doing at least one thing well and better than others
- B. Best People - developing and supporting the ones who make a difference
- C. Best Payback - getting the best outcomes you can for the effort you put in

For Quadrant, the year ahead brings a terrific opportunity to enjoy challenging work across our range of private and public sectors.

This month we won our third successive award period, to provide services across government. This will mean eleven unbroken years of trusted service. This Cabinet Office framework RM1011 Lot 1 will see Quadrant working hard on tailoring these services below and more, across departments and agencies that need them to create great impact.

- Market Audits
- Trend Forecasting
- Target Audience Identification and Analysis
- Behaviour Change Theory and Modelling
- Insight Generation – Method and Message
- Communications Strategy Development
- Strategic Planning of Content/Messaging
- Stakeholder Strategy
- Evaluation Strategy

We hope to be in touch with many of you in the coming year, and even better to work with you, where a breakthrough might be needed, or a 'marketing fitness coach', to help keep you on track with any new resolutions to tone up.

What we do and who we work for

Quadrant is a well established provider of marketing and communications solutions and resource, since 1988.

We deliver research, evaluation, insight, breakthroughs, marketing plans and resource for the public and private sectors, often through our framework places with Buying Solutions and the COI.

We have worked with over 200 clients across a variety of sectors. For case studies related to clients featured here, please go to www.qcl.co.uk/case_studies.html

If you think we might be able to help you with your challenges, call William Annandale on 020 7240 7200 or email william.annandale@qcl.co.uk We will be happy to arrange a no obligation meeting.

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