



=mc's Top Tips for Surviving the Squeeze

1. **TAKE A FIRM LEAD** - Your staff are looking for leadership in times of uncertainty – you need to provide it (or make sure that someone above you is!) The senior management team and trustees should provide clarity of direction. Agree the stepping stones that are necessary to get there and determine what changes and practical measures must be made.
2. **COMMUNICATE** – Talk to your staff and be honest about the impact of the economic downturn upon the organisation. They may well be feeling insecure or unsettled and, if you hide bad news from them, they will only assume the worst and staff morale will fall. Instead, remind them what the charity is working to achieve, highlighting what individuals need to do to tackle any problems and to achieve growth.
3. **MOTIVATE STAFF** – Now, more than ever, staff motivation is vital. Tap into individual motivations and be creative about what rewards you can offer your team even when money is tight. Additional leave? Child care vouchers? A close early Friday? A thank you?
4. **BUILD YOUR IN-HOUSE SKILLBASE** – Now may be the very time for your staff to undergo relevant training and team-building exercises. Use the time to build your in-house skills and to strengthen working relationships. Good training will motivate staff, as well as improve performance. Look across the silos and share knowledge across the organisation.
5. **EXPAND** – This is not a time for inertia, but to stick your head above the parapet and ensure that your organisation continues to get noticed; building brand awareness and striving for increased donation levels. Where many organisations are pulling back, new avenues of growth arise. Also, there is an opportunity to snap up some new talent from the glut of workers coming on to the market.

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