

With so much economic uncertainty, now is the time to put your business on the offense.

It's no secret the last few years have been tough for commercial construction and other industries in general, and the last few months haven't helped.

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It was expected that many segments of the commercial construction industry would decline in 2023 but this shouldn't deter owners of commercial construction action iB. w

essential that you go the extra mile for your employees and let them know that you and the company are available for support and assistance with their career development.

Do not underestimate the value of the personal connection. You know you're accessible. Also, be sure to communicate the value of your connection. "In the face of a competitive labor market, these actions can help reduce the burden of employee turnover."

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**Capture additional market share.** With so much economic uncertainty, now is the time to put your business on the offense. If the survival and maintenance of your business is under control, marketing campaigns to expand your brand can be both timely and powerful use of time and resources.

A consistent and creative use of newer social media platforms can be cost effective and bring you closer to those who will hire your business.


**Focus on retaining clients.** The same circumstances that create opportunities to attract new customers could also work against business owners. While you may be diligent in checking in with clients regularly, continuing this cannot be emphasized enough. Important clients should know you're feeling optimistic and ready to assist them.

Conference calls, webinars, educational content, and promotions can all be effective touch points. A simple check in and "How are you doing?" can work as well. Staying visible and engaged is the key.

**Assess your financial situation from a macro perspective.** And if these planning topics don't satiate your curiosity, that executives can address during the summer. I recommend that you provide expertise on growth opportunities throughout the year.

It is your team's yearly "halfway" point. How might the recent changes in your business affect your needs?

Ask yourself what programs require increased effort and what should be canceled? Would a new approach to reporting and metrics create transparency and help get things on track?

If you are not where you want to be in terms of earnings, you may want to reassess your goals and consider a new game plan to get to where you want to be by the end of the year. 

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## About the Article

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