**July:**

**TIME TO STRATEGIZE**

We are beginning a new era, post-pandemic. This provides you with an ideal opportunity to develop and initiate a growth strategy that will capitalize on emerging market trends. What are these trends? Which changes will impact you, the business owner?

The most pronounced shift may be in the arena of business services and the way they are conducted. The oft-recognized element in this shift is the WFM (work-from-home) trend. While diminishing in practice this trend will spawn the long-term growth of certain industries and resulting products/services. Several other trends have also emerged.

We have already seen the impact of Zoom on both our personal and business lives…Demand for items like respirators may abate, but the concept of personal spacing will continue (extending into architectural design). Overall, the selection of goods will largely remain as before. What will be the subtle shifts in product and service requirements that impact your business? Summer is the ideal time for you to reflect and strategize. Be a *Future-Thinker.*

Please visit my website’s MOVING FORWARD page for discussion of specific emerging market opportunities. My latest book, focused on growth options for small-mid sizes companies, provides practical advice on how best to benefit from diversification. I also offer online advice and consulting services.

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