

THE 2023 RECESSION

Strategies For Navigating Your Business Through Uncertain Times

Presented by **GENE MARKS**

Be prepared



The recession is here. You know this. Your employees know this. It's now more important than ever to keep your costs under control.

It is about watching what's going on in Washington, taking advantage of new opportunities and being smart about your investments. It is about capitalizing on the latest trends in technology, cash flow and how to find and retain the very best people. So what do you need to know to navigate your company through this period?

During this fast paced, entertaining and extremely valuable discussion, Gene will go over real life, feet-on-the-ground strategies and tactics that smart leaders are using to navigate their way through the current economic slowdown and position their companies for future growth. During this presentation, Gene will cover some of these topics:

- ✓ a look at a few little known metrics that give the best indication of our economic future (and a few great economists Gene follows);
- ✓ strategies smart companies are using this year to navigate inflation and supply chain issues;
- ✓ an update on legislation and how the new congress will impact your business;
- ✓ tactics that forward-thinking leaders are using to not only retain their best employees during a downturn but to attract new talent that will be soon available;
- ✓ 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;
- ✓ how smart businesses are saving money even as healthcare costs rise.

"Our group loved you last year. You got the highest score of any speaker."



David Perry, Executive Editor
Furniture Today

"We got some preliminary results back from our follow-up survey, and Gene was our top ranked speaker. He did a great job, the content was highly accessible, and he was really nice to work with"



Dan Marx, Director of Content Development
Specialty Graphic Imaging Association

Gene's presentations help business owners & managers look ahead, making sure they are educated on critical issues affecting their industries.

Book Gene for your keynote or breakout session



CALL SUSAN MILLES
(610) 312-9945

E-mail [Susan Milles](mailto:susanm@marksgroup.net)
susanm@marksgroup.net

See Gene in Action www.GeneMarks.com



GENE MARKS

AUTHOR. COLUMNIST. KEYNOTE SPEAKER. BUSINESS EXPERT.

The New York Times *The Washington Post*
The Hill *The Philadelphia Inquirer* *Forbes* *Entrepreneur.com* *The Guardian*

A past columnist for both The New York Times and The Washington Post, Gene now writes regularly for The Hill, The Philadelphia Inquirer, Forbes, Inc. Magazine, Entrepreneur Magazine and The Guardian.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is *Want More Cash?: 100+ Ideas And Strategies For Increasing Your Company's Cash Flow This Year*.

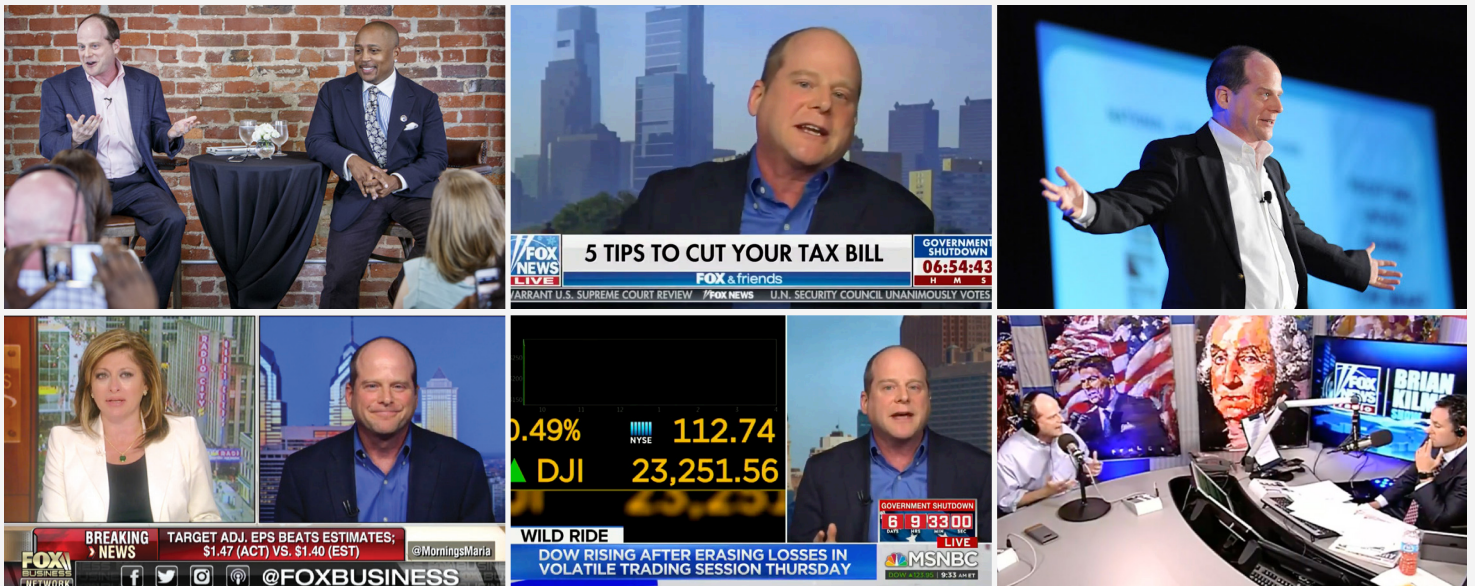
Nationally, Gene appears regularly on Fox Business, MSNBC, as well as CBS Eye on the World with John Batchelor and SiriusXM's Wharton Business Channel where he talks about the financial, economic and technology issues that affect business leaders today.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies and—most importantly—the actions they can take to continue to grow and profit.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies and—most importantly—the actions they can take to continue to grow and profit.



Gene was a huge hit. I commented “what a way to close the conference.”

Lynn Smith, Manager of Meetings, The American Foundry Society (AFS)

Our group enjoyed Gene—his was the highest rated presentation at PEMA's Annual Meeting.

Susan A. Denston, QAS, Executive Director, Process Equipment Manufacturers' Association

Gene, hands down one of my favorite things last week at the WWEMA conference was your presentation. When you get a chance can you forward your presentation to me.

Rich Cavagnaro, President & CEO, AdEdge Water Technologies/Water & Wastewater Equipment Manufacturer's Association

