



For Immediate Release

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Recession lessons: The Forum Corp. launches workshop to teach corporate leaders how to manage during economic crisis

Boston, MA – Responding to demand from corporate leaders and managers for help in leading their people through the recession, The Forum Corp. (www.forum.com) is launching management workshops aimed at helping business leaders adapt to change, keep motivation high, engage top talent, and maximize earnings in the face of the economic crisis.

Based on Forum's recent research into key actions that successful leaders take during economic downturns, the 1-day session helps leaders:

- ◆ Identify and prioritize key business goals based on customer needs
- ◆ Improve cross-boundary collaboration with suppliers, customers, and internal functions to increase communication, innovation, and problem solving
- ◆ Help people cope with the emotional side of change and turbulence by applying four techniques for adaptive change
- ◆ Create a positive environment

Throughout the session, participants diagnose and plan ways to improve their organization's ability to prevail despite the economy.

Forum, which for nearly 40 years has been a leader in helping companies execute strategies through their people, delivers the session to companies' leaders at all levels on site. Forum's clients, which include many members of the Fortune 1000, typically are mid-sized to large organizations.

"There has been overwhelming interest in our research into past recessions, and we developed the session because so many corporate leaders have asked us to help them lead more effectively in a downturn," said Ed Boswell, Forum's CEO. "We know that there are key management practices that help create a climate that drives motivation and performance in tough economic times, and by learning them leaders can get their organizations to be productive and emerge on top even in the face of unprecedented challenges."

To obtain a copy of Forum's point-of-view paper, visit "[Leading During a Recession.](#)"



About The Forum Corp.

Forum helps business leaders execute their strategies through people. Using a combination of advisory and learning services, Forum accelerates strategy implementation, minimizes risk, and maximizes earnings for clients. Drawing on nearly four decades of experience and research-based insights in learning design, consulting, and facilitation, Forum brings about changes in attitudes, beliefs, and behaviors that enable employees to achieve and exceed the desired benefits of strategic change, to reduce time to improved performance, and to sustain the change over the long term. Forum helps organizations transform their sales force, refocus on the customer, shift to a performance culture, and develop leaders at all levels. Its work contributes not only to increased profitability, but also increased market share, revenue growth, and customer and employee loyalty for clients. Since 1971, clients worldwide have trusted Forum to bring their most important strategic initiatives to life.