

Management dictates success...

The strength of the dollar, high manufacturing costs and skills shortages are just three of today's macro trends affecting aerospace businesses. Unfortunately, one answer is to source outside the UK.

Primes are dedicating huge resources in an attempt to understand and reduce the impact of these and other macro trends on their business. Enlightened companies though understand the challenges of the macro trends in their market and have mutated their strategy to achieve extraordinary performance levels.

This mutated strategy is driven by people who are rewarded or punished by whether the strategy succeeds. They are intolerant of performance levels or improvement rates that will not deliver the strategy. They energise their people to become effective and then replicate this to lock in competitive advantage. They develop new business processes and methods, and lead the sector.

It is the management that dictates success, not so much the macro environment, the industry nor the current times. If you see the possibilities in your business, your success is largely in your direct control.

3 Brindley Place | Birmingham | B1 2JB

Tel: 0121 698 8548 | Fax: 0121 698 8600 | Email: hq@pdsconsultants.co.uk

www.pdsconsultants.co.uk

If you see the possibilities in your industry, we'll get along.

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