

Dr Lawrence MDrake II and Brian Hartzler Interviewed by Fotis Georgiadis

Dr Lawrence MDrake II, Pres. & CEO of LEADership, Education & Development. Brian Hartzler, author THE LEADERSHIP STAR: A Practical Guide to Building Engagement

GREENWICH, CT, USA, January 20, 2022 /EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well-rounded interview, not only covering cutting edge technologies and corporate directions but also bringing out the personal side of the interviewee.



Dr Lawrence MDrake II, President & CEO of LEADership, Education and Development

Building a marketing plan doesn't have to be done on your own. Using already proven techniques can save you time and money. Reach out to Fotis Georgiadis to not only ramp up your marketing but build your brand and image the correct way. Below are two recent client interview excerpts discussing 'common mistakes' made while growing your business.

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[...] clarity of purpose was an important contributor to our ability to attract, retain, and motivate people.”

Brian Hartzler, author of THE LEADERSHIP STAR

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Dr Lawrence MDrake II, President & CEO of LEADership, Education and Development

Is there a “number one principle” that can help guide a company through the ups and downs of turbulent times?

The number one principle that will guide a company through difficult times is to be true to its mission and purpose.

Can you share 3 or 4 of the most common mistakes you have seen other businesses make during difficult times? What should one keep in mind to avoid that?

First, some companies are too ambitious, meaning they may overstate what their ability is or what they can actually do.

Second, many companies don't have a clear strategy and purpose. In other words, they haven't clearly identified the problem that they're trying to solve or their product is trying to solve, and they don't develop a good strategy and implementation plan. They haven't chosen a proper strategy because the problem they're trying to solve is not clear.

Thirdly, some companies hire bad people. When you hire bad people, you don't have the best individuals to help you implement your strategy, and you will pay the price for that. There's no substitute for having good people and good leadership, and there's no substitute for having a clarity of purpose.

Finally, some entrepreneurs are arrogant. They think they know the answers to all the questions, and they refuse to hire the people that can provide answers because they're intimidated by people who are smarter than them. Solid leaders and astute entrepreneurs don't make this mistake.

Generating new business, increasing your profits, or at least maintaining your financial stability can be challenging during good times, even more so during turbulent times. Can you share some of the strategies you use to keep forging ahead and not lose growth traction during a difficult economy?

The number one strategy is to constantly examine whether or not the product I'm trying to sell is something the market really wants or needs. It's important that you make what you can sell rather than selling what they can make. If you do something really well and you're really good at it but the market's not buying it, you have a problem. Be agile enough to maintain your direction. Have multiple ways that you can improve your margins and improve your top line growth and your net income on your profitability. There's only a few ways you can make money—you can sell more, you can raise your prices, or you can get new products in your portfolio.



Brian Hartzler, author of *THE LEADERSHIP STAR: A Practical Guide to Building Engagement*

During the pandemic, a lot of businesses changed what they offered, the way it was offered, and the price. They found new niches and, in some cases, built entirely different companies. That's how the best entrepreneurs think—they're always looking to the market to help them adjust.

[The full interview is available here](#)

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Brian Hartzer, author of *THE LEADERSHIP STAR: A Practical Guide to Building Engagement*
Is there a “number one principle” that can help guide a company through the ups and downs of turbulent times?

Understand how value is created in your business over time, and don't sacrifice on investing in the things that drive that value.

Can you share 3 or 4 of the most common mistakes you have seen other businesses make during difficult times? What should one keep in mind to avoid that?

Typically it's too much short-term thinking or focus on current-period financial results that damages you in the long term. That often manifests in excessive cost cuts that undermine the ability to serve customers (thereby damaging morale), failing to invest in technology systems, hitting customers with uncompetitive price increases that lead to attrition, or flip-flopping on strategy.

In difficult times the key issue for leaders is often about setting priorities and balancing short- and long-term objectives. To get this right, it's important to be clear on the fundamentals of your business—what drives customer satisfaction, what creates value, etc.—and make sure you don't neglect this, while accelerating decisions that can improve long-term productivity. It also helps to distinguish between the things that are urgent—i.e., those things that will help you meet your targets, or allow you to create competitive advantage—vs. those things which are nice to have—i.e., they will create value but it doesn't really matter if they happen now or next year.

[Finish reading the interview here](#)

You can reach out to Fotis Georgiadis at the below-listed website, email and social media links to discuss how he can help your brand and image.

About Fotis Georgiadis

Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

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