

The 7 Essential Traits of a Resilient Growth Strategy

written by Lauri Moon | August 21, 2020

COVID-19's impact on America's small and medium-sized manufacturing community has left a trail of unforeseen and devastating disruptions. Existing business plans went out the window for many manufacturers as they struggled to make up lost revenue, manage their current staff, and get orders out the door.

Join us to learn the secrets of positioning your business not only to weather the economic headwinds and power through the disruptions, but also to develop a competitive advantage that will carry your business into the times of recovery and beyond. You will also hear real-life examples of manufacturers whose struggles have turned into opportunities that showcase America's industrial resiliency.

During this presentation, you'll learn how to capitalize on the seven essential traits of a resilient growth strategy:

1. Relying on astute situational awareness
2. Leveraging organizational competences
3. Developing a strategy that is as unique as the business it serves
4. Taking thoughtful actions that are measured and managed
5. Connecting individuals with opportunities
6. Adapting quickly to changing conditions
7. Energizing the culture of a workplace

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Speakers



Chris Scafario, Vice President of Consulting Operations, DVIRC

Chris Scafario is the Vice President of Consulting Operations at the Delaware Valley Industrial Resource Center (DVIRC). He works in Philadelphia and across the MEP National Network to support the advancement of small to medium-sized manufacturers and their supply chain through leading the design, implementation, and oversight of consulting services in areas related to operational excellence, top-line growth, and business management.



Sylvia Wower, Vice President of Research and Strategic Growth, DVIRC

Sylvia Wower is the Vice President of Research and Strategic Growth at the Delaware Valley Industrial Resource Center (DVIRC), where she manages the company's market development department, including market research, market scouting, and lead generation. While working at DVIRC, Sylvia has successfully managed the execution of more than 200 market development consulting projects for a variety of sectors in the manufacturing industry.

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