

Message from the President

Tenacity will be the word for 2010 and innovation, creativity and sound business practices will be the legs that tenacity supports. There are hidden gems and opportunities all around if we are willing to step out of our regular day to day operations and take a different view.

As we close out 2009 and prepare for 2010 I reflect back on the ups and downs and the economic challenges of this past year. I am inspired by the tenacity of today's entrepreneurs, leaders and the individuals that continue to develop, change and grow. While not ideal, this last year has provided us all with the opportunity to look at our business, reassess where we are and where we're going, and seek the talent and knowledge to get to where we want to be. Spirit, vision and determination will be tools to get us there.

Rather than panicking, the best of the best will look objectively at both strengths and opportunities and rather than waiting for the economy to improve they will make the changes and will put in the tools that will allow them to go where they desire, one step at a time.

Synergy is the action of two or more individuals, forces or agents that when combined have an effect that is more than the sum of their individual parts. Synergy is what is needed in these challenging times as leaders; teams and individuals are being challenged by doing more with less. Successful businesses have realigned, re-organized and refocused their staff and themselves to achieve results. While the media will continue to publish the negatives there are lots of small and mid-sized businesses who are achieving solid results.

Synergy Management Associates launched in this challenging year and we have supported and positioned our clients for what the future holds. With our expertise in Human Resources, Business Improvement, Strategic Leadership and Career Management we look forward to those we will help in 2010. We continue to be grateful for the opportunity to work with each and every one of you and our greatest joy comes from your success.

Our passion has always been focused on helping others and we are dedicated to ensuring our clients achieve positive results. By using a clear, concise and relationship driven method we enable businesses and individuals to develop in a self-sustainable way.

We wish you the best and the brightest in 2010 and please send us an e-mail or call us when the need arises. Throughout 2010 we will be publishing business success stories with the name and faces protected but with strategies you can apply to your own situation.

Wishing you Synergy and Success in 2010!

Sincerely,
Dawn M. Cerrato
Synergy Management Associates