

# Dr. V. Liubarov

National Technical University of Ukraine (KPI), Master, Engineer

National Academy of Public Administration under the Office of the President of Ukraine, Master of Public Administration

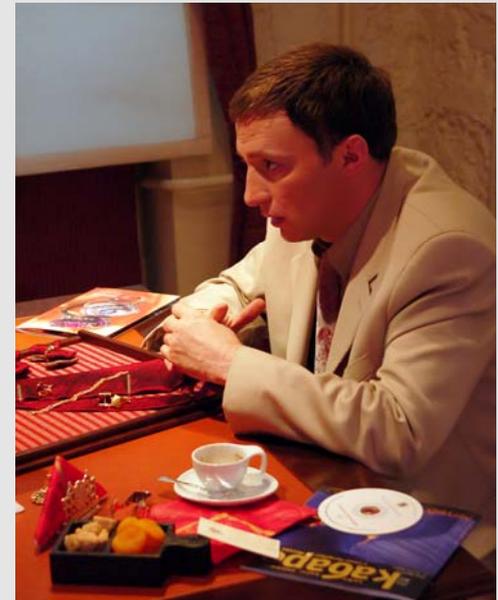
Kyiv National University of Construction and Architecture (KNUCA),  
Master of Project Management

National Taras Shevchenko University, Master of Psychology

Dr. of Public Administration. PhD of Public Administration

Quality Management Representative

In private business since 1992



# Through the Crisis™

What should I and my company do in crisis?

master-class program

## Market

1. Crisis development stages
2. Who will be destroyed by the crisis?
3. Who will be fired first?
4. Intentional decrease of the competition level
5. The main behavioral rule at crisis times

## Assets

6. What should be kept in crisis?
7. Investments
8. Trade evolution stages
9. Zero-risk enterprise
10. Assets division
11. Reputation

## Owners and executives

12. We'll be able to do everything
13. Three levels of owner's maturity. Owner's neurotic pride
14. Growth of effectiveness in "don't get it"
15. Crisis has nothing to do with invalidity.  
Market and business invalidity
16. Mature levels of situation context perception
17. Laws of business

## A Company

18. Company management in crisis conditions
19. The way out of the crisis strategy
20. How to increase your business share in client's business
21. Boost of sales when nobody needs anything
22. Boost of sales when nobody has money
23. Boost of sales when nobody pays anybody
24. Working with debtors

## Staff

25. Result at once
26. How to increase activity
27. Criteria of the staff
28. Personal finances

## Technology of taking company out of the crisis

29. Plan of the way out of the crisis
30. School of the way out of the crisis
31. Difficult or hard
32. Working with executive's personality

Rough times pass, strong people stay

# Boost of sales™

the program of effective increase of sales

Program realization:

1. **Audit and diagnostics.** Interview with staff. Interview with clients. "Smart indicators". Plan of future actions.
2. **Preparatory or structural-functional stage.** Sales market description. The design of business scheme of sales and mistakes correcting of which will lead to the necessary results. Elimination of internal contradiction. It must be done to occur. Function is charged with everything done. Function is responsible for the result. Function answers for internal transformation, resulting according to the place and time. Some functions can conflict with each other, opposing each other. The main task is to obviate contradictions and conflicts of functions. Contradicting functions applied at the same point and time block or even level each other.
3. **Business process compression.** Shortening of time a customer spends in the "service channel". Service process comprehension. "Simply-Quickly-Easily".
4. **Procedures and regulations of customer service.** How to make a customer want us? Channel management. Benefit is pleasure. Procedures are actions according to the event. Regulations are actions according to the time: reports, verifications. Corporate regulations development.
5. **Adoption of service rules inter personal contact.** Customers typologization. Development of behavioral models and methods of communication with customers. Staff trainings on behavioral models and customers service. Caring communication. Rough acting – critical requirements. Soft acting – wishes. Separation of personality from the position.

Current primary task:  
how to increase sales volumes  
using available resources

Current subtasks:

- to increase your company capacity
- to eliminate existent differences and miscoordination in customer support
- to provide executive discipline in working with orders

# To fire the Boss™

executive system

for bosses and executive directors

## The aim of the program:

- Release the owner or executive director from the corporation, concern, holding or a group of companies to the limit, alienating him from company operational management and switching him to the business management step-by-step.
- Ensure growth of the business of the group of companies under owner's or executive director's supervision.
- Preserve and increase profitability of concerns and holdings. Stabilize and develop business of corporations and group of companies.

## Evident advantages:

- Absolute objectivation, only practical, applied orientation, taking into account specificity of business field and your corporation
- Individual plan is designed for you and your holding or group of companies in the process.
- It has an effect at once. The result in time grows in progressive total
- Nothing extra is required. You have everything necessary for program realization

The most valuable thing is free time of the owner, executive director and the director.

Criteria for the evaluation of quality of activity of the corporation, concern, holding or a group of companies is how much time does it take the owner, executive director or the director to run own business or companies

It is the system of effective release of the owner, executive director or the director of the corporation, concern, holding or a group of companies

The executive system "To fire the boss" creates rules making every employee of concern or holding raise effectiveness of the whole corporation pursuing own ends and aiming own benefits

# The system of resources supply “MORE™”

The system of business growth ensuring at resources insufficiency

## The task of the system of resources supply “MORE™”

1. To elicit symptoms, typical attributes and demonstration of resource cold approaching. Early diagnostics is especially important, thus it is possible to elicit while everything is ok and there are no reasons for being concerned. Let others think you are just lucky and you are a simple luckyman
2. To define existent and potential weak places of your business in the field of resource provision. We are used to have higher opinion of ourselves than it is indeed. Our evaluation and opinion of ourselves are diametrically opposite
3. To upbuild the system of search, provision, accumulation, preservation and effective usage of resources. Faithfully built habits and automatisms of your managers form necessary discipline background all resource functions depend on
4. To ensure self-reliant business development (i.e. resources self-sufficiency), organic growth without attraction of strategic partners to the current assets (obviate the risk of control loss of the enterprise) and borrowed current assets on a security of current assets (obviate the risk of credit dependence and unfriendly takeover)

The aim of the system of resources supply “MORE™”

is to forget about times of restrictions, shortages, deficiencies, unsatisfied thirst, refusal, prohibitions, unrealized wishes

and everything restricting your business growth

The aim of the system:  
Business development on insufficient resources terms

# The reason for success

## You know "what", we know "how"

More frequently, people knowing "what", experiences some difficulties with "how". Otherwise, if there were no difficulties, then every wish would be carried out.

Who knows "how" experiences difficulties with "what", as any technology without a desire, intention, purpose, resulting vector, meaning and answer for the question "why" is an empty heap of metal or vain knowledge. Need proofs? there are more clever people than realized.

Your inborn giftedness lies in what-knowledge and is ability to see the field of reasons, but not visible causes. The same is with "how" – it is the area of reasons that manages effectiveness, and your implementation.

People are not errorless. An error or obstacle is a condition of activity and source of subject knowledge origin. You can make a mistake in "what", we can make a mistake in "how", but error in "what" will obviously result in error in "how", because the question "how" follows the question "what". For this purpose we measure "what" thrice and cut once the point we are aiming to.

We cant know "what" you want or "what" you prefer, making up your own mind, but we will help you not to make a mistake in "how" to reach it. We don't know the right and necessary way but we are sure about useless and wrong one. We cooperate to overcome barriers and your own life with your inborn giftedness, with your passionate desire create possibilities.

There are no warranties in the world. Warrantee is absent because of the lack of knowledge. None possess absolute knowledge. There is no knowledge but there is search. Search doesn't always lead to success, but there is no success without search for sure. Success occurs just at the crossing of "how" and "what". It is exactly what we are engaged in. We will do everything that must be done. Our willpower is inflexible according this.