



Will the Turtle Win This Race?

We are all familiar with the story of the turtle and the hare, where “slow and steady wins the race.” But it is important to note that the turtle got going and kept going – he didn’t hide in his shell and wait for a better time to run the race, when the sun was brighter or the road wasn’t so steep.

I heard an interesting reference the other day to firms that are “turtling” right now, and waiting for “things to get better” before they get going. Is that really an option? Opinions vary widely on when things will “get better” for the A/E/C industry, and what “better” will be.

I think that winning this race will require a little turtle and a little hare. “Turtle” in the sense that we certainly have taken inventory of what is essential and what is non-essential for our businesses, and we have attempted to create protection around our critical services and talent.

However, we need a little bit of “hare” too. We need to be sniffing out what our clients will need that we may not offer at this point – their worlds have changed tremendously too. We need to be able to make quick moves with our businesses to position ourselves to meet their new needs.

How is your firm behaving? Are you the turtle or the hare? Now is the time to really understand your client base; talk to your clients to find out what they are facing and where their gaps are. What moves does your firm need to make to win the race?