



# MACCA September Meeting: The Recession Playbook

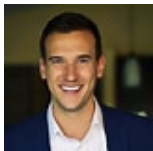
*How to Thrive  
During & After  
A Downturn*

1 CEU offered: Contractor license required

SCAN ME



## Speaker



### Cameron Earhart

Axiom Strategic  
Consulting, LLC



07 September 2023



6:00 PM - 9:00 PM



Holiday Inn, Sarasota Airport

## Key points of discussion:

- How a recession presents an opportunity for growth
- How to get your team aligned and focused
- How to use the recession to refine your tools, systems and processes
- Customer engagement and how to increase market share
- Labor market analysis and how to approach hiring/firing decisions
- What separates companies who thrive from the ones who fall behind

