



Thrive Through the Squeeze

**Turn Doing "More
With Less" into Your
Competitive Edge**

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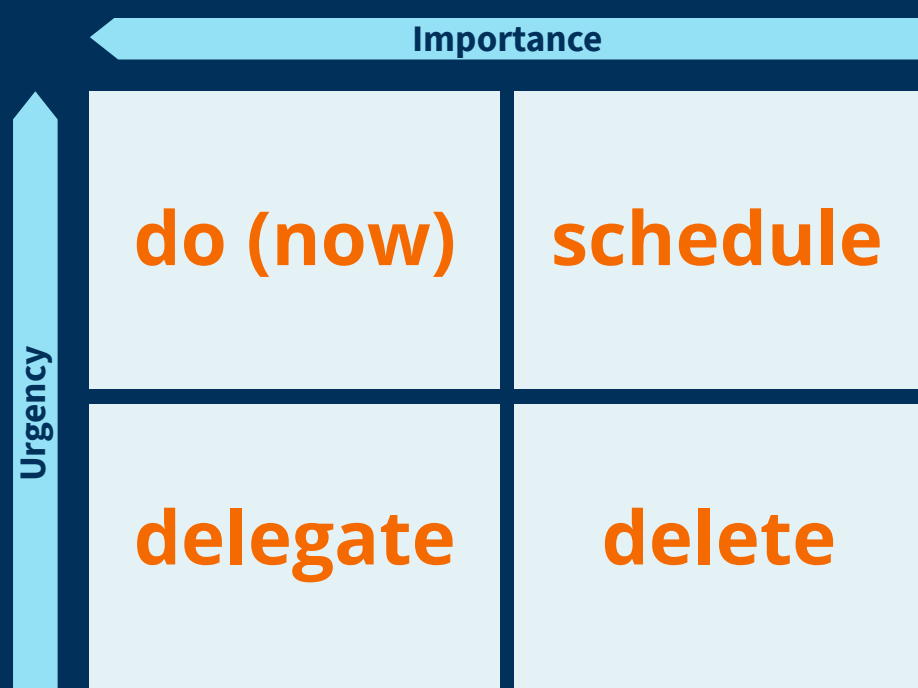
Work Smarter, Not Harder: Redefine Productivity & Focus

In lean times, **focus**
is your superpower

Value Over Volume: Ditch outdated productivity metrics focused on sheer activity. Aim for delivering high-impact results aligned with strategic goals.

Ruthless Prioritization: Clearly define and communicate what's mission-critical; cascade this down to every team member.

Optimize Time & Flow: Protect your team's ability to concentrate. Re-evaluate meetings, encourage asynchronous communication, and protect “focus time” to reduce overwhelm.



TIP: try an Eisenhower Matrix to assess task priority



Lead with Clarity & Compassion: Navigate Uncertainty Effectively



Even in separation, honor employees' **contributions.**

Communicate and be Transparent: Especially during layoffs, be prepared, honest, consistent, and deeply empathetic. Acknowledge that you're experiencing a difficult time, and that business cuts have deep, personal impacts on people.

Build Psychological Safety: Create an environment where people feel safe to speak up, share ideas, and admit mistakes without fear. Trust is the bedrock of engagement and adaptability.

Support the Survivors: Layoffs impact those who remain. Acknowledge the emotional toll, reprioritize workloads, listen actively, and provide visible support to stabilize morale & productivity.



Optimize Your Operations: Leverage Technology & Process

Use AI tools to **automate** tasks to save time

Don't Delay AI: View tech, including AI tools, as a key way to augment your team's capability, not just cut costs. Automate routine tasks (meeting notes, follow-up emails, drafting outlines) to free up employees for more complex, creative, and strategic work.

Reuse, Don't Reinvent: Foster a culture of knowledge management and reuse assets—templates, processes, code. This "shared caching" saves time, reduces costs, and improves consistency.



The Opportunity in Adversity

The pressure to "do more with less" doesn't have to be a lasting burden. Approached strategically, it can be a

powerful catalyst

over time to build a leaner, more focused, more resilient organization.

Need support reorganizing, reprioritizing, or supporting your people? Change is our specialty. We can help.

Email us at learnmore@totemconsultingdc.com