

FOR IMMEDIATE RELEASE

Contact: Maggie Jessup
Platform Strategy
360-521-0437
maggie@platformstrategy.com
www.platformstrategy.com

MAJOR TURNAROUND PREDICTED FOR U.S. SMALL BUSINESS in 2010

Australia Mensa Leader Predicts Good Times for Small Biz: 4 Lean-Economy Reasons

Portland, OR & Brisbane, Australia 1.12.2010 - Australia's leading business thinker brings a new message to U.S. small business on her January book tour: the new Lean Economy is fertile ground for A Major Turnaround in 2010.

Small business drives the U.S. economy and Ainslie Waldron mba says four trends will launch the next success cycle in 2010 with smart companies leading the way.

Success Trend One

New Suppliers – In 2009 small business owners put the squeeze on their suppliers but realized only modest savings. In the 2010 Lean Economy business leaders are seeking out new suppliers with better cost models, new product offerings, and other efficiencies.

Success Trend Two

More Outsourcing – In 2009 small business eliminated all but the most-necessary employees and moved extra work onto the remaining staff. For 2010 smart business leaders are past the panic mode and are outsourcing non-core work as outsourcing firms offer lower costs in the Lean Economy.

Success Trend Three

More Hiring – The 2009 hiring freezes were reactive with managers in survival mode. In 2010 leading small companies will sweep up the brightest and most-experienced of the talented unemployed who bring with them industry knowledge, fresh customers, access to new markets, and revenue-with-profit potential.

Success Trend Four

More Tech Spending – Just as 2009 was a “make-do” year as small business halted technology spending; 2010 will launch a rebirth of tech purchases with Lean Economy managers again willing to invest in efficient smart technologies that reduce costs and drive profits.

Who will benefit from the regeneration of the U.S. small business sector? “Every U.S. citizen” says Ainslie Waldron. “More than 50% of US employment is in the small business sector (companies with less than 500 employees) and a thriving small business sector will, in this cycle as in the last, drive a broad and deep recovery that mega corporate bailouts just can't deliver. In the new U.S. Lean Economy small businesses that adapt to the new landscape will be the big winners for 2010 and in the following years.”

- more -

Media Contact: Maggie Jessup Platform Strategy
maggie@platformstrategy.com 360.521.0437

About Ainslie Waldron mba
Small Business Turnaround and Profitability Expert & Mensa Leader



Ainslie Waldron mba is a leading voice of the business turnaround and profitability field, specializing in small companies (2 – 200 employees). Ainslie has **one of the world's highest IQs** and has some elegant ways to make companies successful. Her groundbreaking *Theory of Accelerated Business Success* garnered worldwide attention in 2008 as company leaders discovered how to quickly achieve remarkable profit levels with her unconventional business strategies. In her **new book *The Ultimate Secret for Business***, Ainslie demonstrates that a small to mid size company can reach its maximum level of success in six months or less if its managers will simply take 10 actions that 99% of business leaders never do. The book delivers immediate action steps any business owner can take to assure a fast company turnaround and new heights in profitability. www.secretforbusiness.com

Ainslie Waldron heads the Accelerated Business Success Consultancy based in Brisbane, Australia with clients across the country, in the United States, and the UK. She is on the board of several companies, heads Australia's largest Mensa organization, and is a high-level consultant to the United Nations.

###