



## Doing More With Less: How to Survive and Thrive in Challenging Times

It can sometimes be difficult for an organization to recognize all the ways it can usefully change. This is where Maverick Publishing Specialists can help. We offer concise, practical plans that can help you address challenges and ensure you are heading in the right direction. Maverick Publishing Services is offering an affordable consultancy package designed especially for small- and medium-sized publishers. Among the issues that you may have to confront are:

- How do we cope with the inability to replace exiting staff or losing vacancies originally planned?
- How do we quickly and economically make more of our content available online in a variety of formats?
- How do we keep remote staff motivated, productive, and connected to the industry?
- How do we refocus staff to take on new and different challenges?
- How do we maintain contact with our markets when the conferences are cancelled or made virtual?
- How do we enact robust marketing and sales activities with budgets under pressure?
- How can we save money on current expenditure without jeopardizing our business?
- Do you have untapped areas of potential revenue that could be developed?

We hope you consider Maverick part of your core group, working in your interests as an extension of your team.

**Please contact us to learn more or discuss our approach in more detail:**

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