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Taking A Company Public - Eliminating Threats - The Economic Death Machine

The objective of today's CEO is survival; survival in terms of enterprise position. The CEO has to pick up the shattered remnants left behind by the lies and failures of elected officials and institutions. Today's senior executive needs to be a congressman, judge, mayor and priest all rolled up into one. The livelihood of one's employees/constituency depends on the expansion tactics, emotional stamina, intellectual foresight and willingness to enter into an economic cage brawl to protect the company, shareholders and employees that depend on the entity's survival for monetary sustenance.

Surround yourself with the most proven advisers you can find as you expand and go public. Recruit guerrilla networking maniacs to set up strategic alliances to grow your company into new areas. Expand when competitors expect you to roll up and die. Keep in touch with shareholders. Communicate with newsletters, email, press release and via expert panel interviews on TV and radio.

Step up and take your position at the apex of the influence pyramid of your industry by demonstrating your expert status with podcasts, ipod and ipad information applications, webinars and a solid blog. Give the market what it wants, free information. Make 'how to' videos, write informative articles. Educate the public and lead them to your company for facilitation. Always promise low and deliver in a way that is beyond the expectations of the customer and shareholder.

In every environment there are leaders and followers. The leaders will each have a flock. Do your research and initiate communication with these shepherds. Show them the advantages to coming down your path and the rest will take care of itself. Win/win relationships always yield possibilities for capitalization.

Seek out board or advisory positions with inter-industry entities and set up powerful alliances where you can share the weight of publicity and merge distribution channels. Get to know your legislative representation. Find out what bills they are sponsoring and co-sponsoring and offer expert input and cooperation for legislation having to do with your industry. Once you've achieved a relationship or mention in a bill, publicize it. Become the face to a movement.

Lastly, do some good! Get involved at the grass roots level and change people's lives. Volunteer at a soup kitchen, put together a company scholarship to help hardworking seniors go to college, coordinate with your employees to volunteer at nonprofit events and of course you'll put this interaction through the regular publicity channels to set the standard for your locality as well as your industry.

People no longer believe in their congressman, senator, president or prime minister. These positions are filled by do nothing power enthusiasts. C-level executives step up and step forward. The road will be difficult and challenging to navigate but in these times we need leaders who see the bigger picture and are willing to carry the torch and lead.

Want to find out more about [establishing real, long lasting corporate power and position ?](#), then visit Princeton Corporate Solutions' blog [Economic Globalization Strategies, Power Brokering and IPO Facilitation](#) that can transform the direction of your company, career or campaign.

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