

Recession is fertile ground for a major turnaround in 2010

- Small business will lead it, says Ainslie Waldron
- 'They'll be the ones that will pull us out of this gloomy economy'

Small businesses will dig America out of the Great Recession thanks to four trends now developing, says small business consultant Ainslie Waldron.

"There are a few trends that they can start and adapt ... and they'll be the ones that will pull us out of this gloomy economy even more so than these corporate handouts and bailouts and economic stimulus packages," says Ms. Waldron, who grew up in Scotland but is now a resident of Australia.

As she sees the recovery after talking with small businesses nationwide, business leaders are seeking out new suppliers with better cost models, new product offerings, and other efficiencies. That, she says is one major trend that will reshape the economy.

"These will bring with them much better cost models and new product offerings and other great efficiencies," says Ms. Waldron.

(Ainslie Waldron expands on her optimistic predictions for an eventual end to several years of a dreary slog in today's CVBT Audio Interview via Skype. She also offers specific tips for small business success. Please left-click on the link below to listen now or right-click to download the MP3 audio file for later listening.)

"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," Ms. Waldron says.

She is the author of the new book, "The Ultimate Secret for Business," in which she contends 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.

She heads the Accelerated Business Success Consultancy based in Brisbane, Australia, with clients across the country, in the United States, and the UK.

