



Timing.

So often, the success or failure of a process, product launch, or concept comes down to a matter of timing. A few years ago a large, international logistics and freight company ran a series of TV commercials that depicted businesses and retail shop owners beginning the business day with no products to sell or waiting for an important document to arrive just in time for the day to begin. This advertising campaign powerfully conveyed the message of the importance of planning and timing to the success of operations. The best laid plan, when executed at the right time can propel an organization to the next level. But what happens when the implausible occurs – something that has not been planned for? For organizations operating throughout the Gulf States of Louisiana, Mississippi, Alabama, and parts of Florida and Texas, April 20, 2010 marked a moment in time that triggered a series of unforeseen events. The Deepwater Horizon oil spill started a ripple of profound economic consequences for businesses across five states.

Impact beyond the Gulf Coast.

As the oil from the Deepwater Horizon flowed across the waters of the Gulf, the winds of economic deterioration wisped across thousands of businesses in the Gulf region; touching not only organizations in the coastal areas, but throughout the entire region as well. Why a business owner or large corporation hundreds of miles away from the 'spill zone' should consider how the BP Oil spill may have impacted earnings can be summed up with one simple concept: the butterfly effect. The Deepwater Horizon spill is acknowledged to have sent a shockwave through the economies of three states and portions of two others; potentially causing economic damage to businesses and organizations hundreds of miles away from the spill zone, resulting in billions of dollars of damage.

Navigating through the unexpected.

One of the keys to establishing and running a successful organization resides in leadership's ability to effectively plan for the unexpected. For businesses not directly in the spill zone, the Deepwater Horizon disaster was an event for which there was likely no contingency plan. At Professional Management Company (PMC) leadership and management support through business critical events is our specialty. This unprecedented disaster has also created an unprecedented opportunity for economic recovery. However, as with most great opportunities, planning and timing are critical to successful recovery. It has been said that opportunities multiply as they are seized. Gathering reliable, relevant information is the step in developing an actionable plan. PMC can help organizations to determine eligibility and to navigate the claims process.