

Contact: Davis Woodruff
President,
Management Methods, Inc.
March 31, 2009

PO Box 1484
Decatur, AL 35602
Tel: 256-355-3896 Fax: 256-353-3140
davisw@managementmethods.com

**Management
Methods, Inc.**

Press Release

New Product Launched by Management Methods, Inc.

Tough economic and business times require a different approach to leadership and management than do normal times. Management Methods announces a new information product, an audio cd, *Leading in Tough Times* to help guide managers through these turbulent economic times.

Decatur, AL March 31, 2009: Davis M. Woodruff, President of Management Methods, Inc. announces the release of a new audio cd product, *Leading in Tough Times: 15 Principles for Leading and Managing in Tough Times (and any time)*. The economic issues faced by businesses today require different leadership strategies and approaches. Management Methods has identified the 15 foundational principles for surviving in this situation and has released this cd to help leaders and managers cope with the business cycle.

Today's economy magnifies the major challenges in corporate America **to produce more for less, faster and with higher levels of quality**. Throw in **financing, environmental, safety and health** concerns coupled with **customer expectations** and you have the formula for difficult days for many companies.

"There are 15 fundamental principles all of which hinge upon integrity of leadership," according to Davis Woodruff, PE, CMC the President and founder of Management Methods, Inc. Research and objective evidence from a number of industries and market sectors has been analyzed. From these results, the fundamental principles that will enable a business to thrive in this economy revolve around integrity, leadership, customer service, understanding your business processes, setting goals and working on them every day, focusing on the basics of your business and controlling expenditures. Leaders must remain positive as they go about their daily tasks. All of these plus others are addressed in this cd. Many times an organization simply looks at cost control and fails to address the other issues in the business. The effective leaders will look beyond just short term cost control and address the fundamentals. *Leading in Tough Times* is available at www.daviswoodruff.com.

Management Methods, Inc. is a management consulting firm founded by Davis Woodruff in 1984 and specializes in showing companies how to be the low cost, high quality, environmentally responsible leader in their industry. Davis is also the author of *Taking Care of the Basics, 101 Success Factors for Managers*.

Contact: Davis M. Woodruff, PE, CMC
Consultant, Speaker and Author
Management Methods, Inc.
256-355-3896

davisw@managementmethods.com;
www.daviswoodruff.com

For Release March 31, 2009

end