

# Navigating Business Decisions: Insights & Strategies from Northeast Ohio Business Leaders



## A Collaborative Study with LaConte Consulting and Students at Kent State University

In today's fast-paced business environment, leaders face increasingly complex challenges. A collaborative study with [Kent State University](#) students offers valuable insights on enhancing decision-making, driving growth, and strengthening resilience.

Analyzing data from 53 Northeast Ohio business leaders and 7 in-depth interviews, we tested three key hypotheses that could unlock significant value for owners and leaders. This summary presents our core findings and actionable strategies for success.



### Our Hypotheses

- 1. Advanced Decision-Making Tools Drive Success**  
Harnessing technology can significantly enhance a company's ability to make [smarter, faster decisions](#).
- 2. Long-Term Planning Fuels Growth**  
Businesses that commit to long-term strategies consistently outperform those focused only on short-term results.
- 3. Crisis Management Builds Resilience**  
Preparedness for the unexpected ensures businesses not only survive but [recover quickly](#) from disruptions.

The study confirms that businesses which achieve sustained success are investing in advanced decision-making tools, structured long-term planning, and proactive crisis management. Survey results confirm that all 3 initial hypotheses are **[supported](#)**.

## Unlocking Potential: Gaps, Growth, & Resilience

- 1. Gut Feeling & Intuition Over Data**  
While advanced decision-making tools are readily available, a shocking 64% of surveyed leaders primarily rely on gut instincts for critical decisions, bypassing valuable data-driven insights.
- 2. Untapped Workforce Potential**  
Despite facing challenges retaining talent (62% of respondents), businesses rarely [leverage employee input](#) into strategic decisions, missing out on a vital source of innovation and growth.
- 3. Planning Gaps Create Risks**  
A concerning 34% of businesses surveyed lack a formal succession plan, leaving them vulnerable to unexpected leadership changes or crises that could undermine long-term stability.
- 4. Missed Profit Opportunities**  
Unexplored resources, paired with misaligned business values, often prevent companies from [capitalizing on growth opportunities](#) and building trust with their brands.

## Strategies that Drive Business Success

- 1. Advanced Tools Enable Smarter Decisions & Faster Growth**  
By leveraging data-driven tools and technologies, businesses can unlock profitability and agility, enabling faster growth in an increasingly competitive environment.
- 2. Long-Term Planning Fuels Sustainable Success**  
Companies that commit to regular strategy updates and set clear, long-term goals achieve better operational efficiency and a stronger competitive edge with [Ideal Customers](#).
- 3. Crisis Management Builds Resilience & Recovery**  
Proactive crisis planning not only safeguards business stability but also ensures swift recovery, minimizing the impact of [unforeseen disruptions](#).

## 7 Takeaways from Leader Interviews

- 1. Innovation Isn't Optional—It's Survival**
- 2. Growth Doesn't Always Mean Bigger**
- 3. Debt is Not a Badge of Honor**
- 4. Leadership Isn't About Control—It's About Trust**
- 5. Invest in People, Not Just Profits**
- 6. Legacy is Messier Than You Think**
- 7. The Price of Success Can Be Too High**

## Conclusion

This study demonstrates the importance of embracing innovation, risk management, and proactive planning to achieve sustainable success. Leaders who use these strategies can navigate uncertainty and capitalize on opportunities more effectively. By addressing [gaps in decision-making](#), workforce engagement, and market shifts, organizations can position for future growth and resilience in a rapidly changing market.

Read the entire report at <https://laconteconsulting.com/ohio-survey>.

Discover how these insights might apply to your business—schedule a [Free Profit Leakage Assessment](#) with Grace LaConte, Resilient Growth Strategist to uncover hidden losses and new growth opportunities.

