

Ways Entrepreneurs Can Plan for a Recession and Thrive During It

Richard Eisenberg

KEYWORDS: Entrepreneurship, career, economy.

Whether you believe a recession (or economic boom!) is in the future, it can be interesting and useful to reflect about where things may be going and to develop a plan -- or at least a plan for a plan! A key challenge for entrepreneurs is trying to understand circumstances and trends and make smart and informed choices about navigating risks and opportunities. On a smaller scale, entrepreneurs wonder about how new products and ideas can come to life. On a major scale, all businesses young and old must operate within the ebb and flow of their national and global economy. When the potential for a downturn presents itself, does it mean the end of opportunity or, rather, a chance for new ways to think about opportunity?

At *NextAvenue*, we explore topics about entrepreneurship and business and interviewed author Jonathan Slain about this fascinating topic: <https://www.nextavenue.org/ways-entrepreneurs-can-plan-for-recession/>

Article originally published at [NextAvenue.org](https://www.nextavenue.org/) (<https://www.nextavenue.org/>) , which has partnered with EIX.org on a series of high quality features about family business and entrepreneurship. Part of the America's Entrepreneurs Special Report

