

# Christmas Crisis Averted

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Christmas was in danger of being cancelled this year as a “perfect storm” of social, economic and environmental factors came together to create havoc somewhere near the North Pole.

“Speaking frankly, it was touch and go for a while there”, confessed Rudolph Rednose (42), official spokesdeer for Santa’s workshop, “I’ve never seen anything like it in all the years I’ve been here.”



**Trade Wars:** Santa’s purchasing department has seen the cost of importing many of the raw materials they need increase dramatically, in some cases, up to 35%.

**Currency Devaluation:** Adding to the impact of trade wars, currency devaluation saw Santa’s capital reduce by 15% during 2018. The decision to keep the traditional chocolate coin currency, rather than adopt the Euro or link to the dollar, almost proved catastrophic for Santa’s central reserve, according to financial expert, Ebenezer Scrooge, as it’s not just snow that melts with climate change.

**Employ-elf Relations:** Problems multiplied when it became clear that reduced cashflow meant an overtime ban had to be introduced at the start of October, traditionally the busiest time in the workshop.

**Health & Safety:** Santa’s sleigh, which has remained unchanged for centuries, fell foul of Health & Safety requirements. An urgent retro-fit of seat belts and air-bags was required to meet the new standards. It’s not clear whether the fleet of reindeer will pass the new, more stringent, emissions standards, specifically regarding methane. As Mr Rednose explained “we’ve been taking charcoal tablets after meals but Dasher’s emissions especially remain a major concern. And not just to those behind him in formation.”

**How Christmas was Saved:** “We took the challenges very seriously and fortunately we have a holistic management approach,” commented Mr Rednose. “Our people focused their world-famous creative talents and developed some innovative solutions to the challenges we faced. Now the immediate crisis has been averted, we’re reviewing all our process and systems to ensure we can deliver on our promises; not just this year, but year after year. In short, we’re going to achieve excellence.”

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