

MAXIMUM...

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MAXFACT #91

"The grass is always greener on the other side of the fence."
- Unknown

Who among us hasn't tested this quote in some fashion? How easy it is to imagine how great things are for the folks on the other side of the fence. Unfortunately, this temptation is capable of ruining one's focus. In the end, everyone loses as they aspire to have what someone else SEEMS to have. **Perception is not always reality.** Go with what you have; there is a reason people envy *your* situation.

If you have questions or comments about today's **Preservation** message, please contact us at...

www.maximumbizconsult.com

(717) 755-5419

MAXIMUM
Business Consulting, LLC
a mentor capital firm

...PRESERVATION

Have you ever heard the saying, "don't kill the goose that lays the golden eggs"?



In business, your core company is the "Golden Goose". It is the primary source of your team's livelihood and the reason you are known in the marketplace.

Yet many search for diversification. Look how Amazon.com has evolved from selling books to offering vast products on line.

However, people can lose sight of the Golden Goose while they're looking for the next big idea. Sadly, the Goose has died while some searched.

Stay cognizant of the need to care for your Golden Goose...either personally or by trusted team members who keep you in the loop as you work on the latest opportunity.

Be prepared to discover that paying more attention to the Golden Goose was the real answer all along.

We invite you to share this memo with a friend or colleague.

Ponder This...

Am I caring for the goose or taking a gander elsewhere?