

MAXIMUM...

May 12, 2009 – Issue 2

MAXFACT #26

We need to return to the basics and FOCUS on a few fundamental issues: fair play, unselfishness, courage, goodwill, faith, honesty, trust, integrity, truthfulness...

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

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MAXIMUM
Business Consulting, LLC
a mentor capital firm



...Focus

Why are you really in business?

The pressures of operating a business can sometimes feel overwhelming. Employee matters, competitors, costs, profit margins, your physical plant... It can be hard to stay focused. In fact,

it's not uncommon for businesses to lose perspective on why they exist.

Your firm entered the business community to satisfy a need...to help people in some meaningful way. Take time in your staff meetings to purposefully discuss how you are perpetuating your company's mission in the marketplace.

Don't let the daily operations distract you or your team from the real reasons customers trust and rely upon you.

Ponder This...

Do you invest more time determining how to better serve your customers or on your own company's interior issues?