

MAXIMUM...

August 31, 2010 – Issue 70

MAXFACT #48

“Life is really simple, but men insist on making it complicated.”

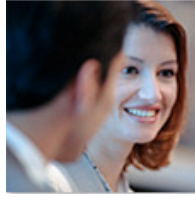
– Confucius

It doesn't take a fortune cookie to drive this point home. Think back to when you were a kid. There were many so-called “conveniences” that weren't available, yet people just seemed to be happier. Life was a slower pace, but we still enjoyed something that felt more complete, peaceful, and rewarding. **Consider how this Chinese proverb could change your life if you made some changes.**

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

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...SIMPLICITY

Today's pace suggests a need for “bigger, better, faster”. From 24/7 accessibility and immediate service response to cheaper offerings, the marketplace is asserting many demands on businesses.

So, what should we do? Fall into the vortex and hope for the best...or fight its relentless presence?

We feel the real answer is to compromise. Find ways to distinguish your business and its offerings, but avoid chasing your tail as others have done.

Take some time to stop and look at what you're doing. How often do you reassess your company? **Experience shows that many businesses are doing things for reasons for which they cannot even recall why.**

Stop doing non-productive, non-profitable actions. Apply the “KISS” principle...then strive to perfect what you do?

Share this Memo with a colleague.

Ponder This...

What complication can you eliminate and not miss?