

MAXIMUM...

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MAXFACT #90

“Faith is knowing there’s an ocean, because you have seen a brook.”

– William Arthur Ward

In today’s terms this is known as “Abundance Mentality”. In short, if you know in your heart that the marketplace needs what you have to offer and you know that market exists, then **it’s your job to make it happen. You can do it timidly...or with fervor.** Don’t wait; make your own success story.

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

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Business Consulting, LLC
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...TREPIDATION

So, how “gun shy” are you about reinvesting in your company?

While many signs are validating that we are on the path to recovery, the truth is most business leaders are still playing it close to the vest. Why?



Human nature causes us to gravitate to a point of safety when things go wrong. And while we hear of good news, there’s still enough troublesome news to counter it. With growing accounts receivables, sporadic sales, unusual weather conditions, unstable fuel prices, escalating health care costs, and confusing governmental gyrations...doubt still prevails.

In part, there is great wisdom in holding tight right now. **Yet by holding back, you create a self-fulfilling prophecy of inner doubt and shaky confidence among your team.**

Strategically pick your moment, and then resurge your company.

We invite you to share this Memo with a friend.

Ponder This...

Are we hoping for recovery or making it happen?