

MAXIMUM...

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MAXFACT #37

Time is the coin of your life. It is the only coin you have, and only you can determine how it will be spent. Be careful lest you let other people spend it for you.

Carl Sandburg

Your business can have a way of eating up your time, energy, and sometimes your desire. **Keeping your life in balance is critical. Remember, business is simply a means to life.**

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

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MAXIMUM
Business Consulting, LLC
a mentor capital firm

...Purpose



What am **I** doing each day?

Do you routinely find yourself getting drawn into the daily operation or are you dedicating time to purposefully work ON your business?

It's normal to be lured onto the front line...handling customer issues, ordering product, phone answering, arranging shipments, and scheduling jobs. But, the real question to ask is, "who is working ON our business?"

Working ON the business means many things...evaluating the next merger/acquisition, conceiving new products/services, interpreting industry trends, determining physical plant upgrades, identifying needed employee additions, securing wise equipment purchases, arranging staff training, evaluating benefits programs, monitoring financials, etc.

Don't get pulled entirely into the daily operation vortex which consumes visionaries and relegates them to daily-doers. Build a business, not a job.

Ponder This...

What should I stop doing to grow our business to its fullest potential?

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