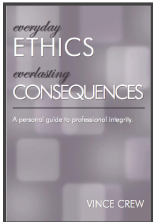
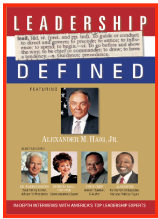




Vince Crew

• Speaker • Author • Columnist
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Trusted and Nationally Recognized Thought Leader dedicated to helping Owners and Executives REACH Their Goals... Ethically



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HOW I SEE IT.

So What's Holding You Back?

Without a doubt, to stop spending, cut payroll, and wait until things turn around *is* an option... simply a poor one.

You absolutely need to be very prudent in your spending, now more than ever. However, just as you can't cut your way into prosperity, you can't spend yourself into prosperity either.

It's just not that simple.

It's a combination of blending cuts and spending with efforts that have the greatest return on the investment of money, time, and energy.

5 Steps in Making Spending Decisions:

1. Ask the question: Will this investment increase revenues, boost profits, develop staff capabilities and morale, enhance reputation, reduce risk, improve customer loyalty, and enhance relationship to stakeholders? If the answer is YES, it goes on the consideration list.
2. Compile your consideration list. Use your best thinking, and then trust your gut.
3. Determine which items are the TOP one or two with the greatest ROI.
4. Make necessary budget adjustments to accommodate new initiative(s).
5. Go for it. Manage and monitor to assess continue, adjust, or stop. Be sure you're giving the effort enough time to prove itself.

Note: lenders/investors may be more inclined to favor companies seeking funds to do something more and different, rather than the same ol' same ol'.

There are all kinds of reasons to sit around and hope things improve. There's only one reason to do something – it just might work.

Regardless of the things holding you back, realize that without thinking, planning, and action, you're leaving your future up to luck. I don't mind being lucky, it just seems the harder you work, the luckier you get.

There are two certainties about your firm – either things will improve or decline.

IF they improve, congratulations, you made it happen.

IF they decline, congratulations, you made it happen.

There is no shame in failure, only in doing nothing. And in doing something, you may succeed and how sweet is that?

Whether you're an owner, a member of the executive/management team, or a leading employee – failure *is* an option. It's simply one you don't want to happen due to a lack of initiative. Go for it.

There are vendors, coaches, consultants, and professional advisors of all sorts that are willing and able to help. Do your homework. Understand their experience and track record and beware of part-timers and in-between job folks.

At least that's how I see it.

A TIP OR TWO

The 4B Options For a Firm's Future:

1. Get Bigger - *increase your position:*

- Acquire from outside and expand by identifying trends and taking advantage of economies of scale
- Grow from inside by leveraging the talent and aligning the strengths with the marketplace needs
- Redefine the business by looking deeper into the possibilities

2. Get Better - *increase your value by demonstrating your values and improving*

3. Get Bought - *merge with a stronger entity and reap the rewards of the value you've built*

4. Get Buried - *ignore the first 3 and watch your relevance deteriorate and become one of those "used to be..." stories.*

THOUGHTS FROM HERE AND THERE

Most great people have attained their greatest success just one step beyond their greatest failure. You don't have to fear defeat if you believe it may reveal powers that you didn't know you possessed. All great truths are simple in final analysis, and easily understood; if they are not, they are not great truths. Napoleon Hill

When you get to the end of your rope, tie a knot and hang on. Franklin Delano Roosevelt

Be confident in who you are and excited about who you can become. Vince Crew

A weak man has doubts before a decision, a strong man has them afterwards. Karl Kraus

The rarest gift that God bestows on man is the capacity for decision. Dean Acheson

Therefore, since we are surrounded by such a great cloud of witnesses, let us throw off everything that hinders and the sin that so easily entangles, and let us run with perseverance the race marked out for us. Hebrews 12:1

But He said to me, "My grace is sufficient for you for My power is made perfect in weakness." 2 Corinthians 12:9

Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up. Galatians 6:9

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Email Jackie@REACHdevelopment.com to arrange a time to discuss your specific conference, coaching, or confidential advisory needs with Vince.

ALWAYS, ALWAYS... Continue to REACH!

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