

Prospering in a DOWN or UP Economy

“Attitude will dictate whether a business has the vision to be financially sustainable and thrive as an ever-growing success.”

Over the course of two decades, I have transformed the businesses of my clients who were hungry for success. This is my passion, my gift and my mission. By leading businesses to achieve exceptional growth, financial sustainability and a socially-conscious corporate culture, I have seen a collective impact made around the world that benefits all people.

Business development is part science, part art, part vision and part faith. In some respects, it is like weaving a tapestry with threads of knowledge, experience, research, pulsing the marketplace indicators, best practices, leadership and attitude.

I credit attitude as the “Golden Thread” in this business analogy. Attitude will dictate whether a business has the vision to be financially sustainable and thrive as an ever-growing success. Attitude is a mental acceptance of viewpoint and a belief as being the real and true.

If you were to look back over the course of history, you will see that even during the Great Depression and times of recessions, there were companies that flourished, entrepreneurs that launched new companies, products and services. My grandfather was one of those entrepreneurs. He lost his farm only to emerge as one of the early innovators of industrial catering. He created a legacy that thrived for three generations and allowed his family members to retire when they were 40 years old. Why, when everything looked so bleak, did some like my grandfather dare to succeed?

Consider two key factors: 1) Falling for or buying into the “doom & gloom” speculations that proliferated the media and in fear-based conversations throughout the country. Many reactively cut back on marketing, advertising, and networking which were the very source of generating business. Or they gave up on their dreams, lost hope and withered away. 2) The marketplace, as in the past as well as today, is always evolving and adjusting. New innovative ways of connecting with your potential clients is essential. This is important because the marketplace is unceasingly expanding. It is impossible for industry, business and countries **NOT** to seek growth and expansion. It is an inherent desire of all people to raise the quality of their lives not only with necessities but also products and services for personal fulfillment and growth.

“If you believe business is good, it is. If you believe business is bad, it is.”

I’m not sure the source of this quote but every business that is providing products or services with the intent to give more use-value than the price paid, prospers. This attitude will ensure your success during a down economy when the competition is reduced, as well in the good times when the competition is greater. Set your attitude for “business is great” and if someone asks “How’s business?” just say. . .it’s keeps getting better everyday. . .there’s so much opportunity. . . etc.

“Small minds are gripped with fear and timid action that produce small results that serve few.

Visionary minds grasp the possibilities for the future, step into the unknown and achieve results far greater than ever envisioned while serving the many.”

~ Jewel McKeon

In conclusion, first look to attitude, then to your marketing strategies. You will experience a new level of action, inspiration, creativity and determination that will ensure and enhance your capacity to enjoy the journey to success.