

ON A TRAIN BOUND FOR NOWHERE ...

Everyone has a Kenny Rogers moment.

Few have the talent to write and record an international hit record.

And yet we all need to know:

*When to hold 'em, when to fold 'em,
Know when to walk away, and run.*

Business by nature is a gamble. The aim is to win, rather than to break even. Sadly, many businesses seem to be aimless.

ISSUE OVERVIEW

A primary obligation for Boards of Directors and senior management is to minimise risk, by instilling effective risk management philosophies, policies and practices.

As a market researcher, a strategic planning consultant and facilitator of business development workshops I cannot eliminate risk. The endeavour, at all times, is to minimise risk, to identify, analyse and prioritise options, and to optimise possibilities and opportunities for clients.

Overall, it's an exciting, fulfilling and rewarding experience in which the benefits are rightly bestowed on the clients, their entities and endeavours.

ACES HIGH

Now, more so than at any time in the past 30 years it is important to take responsibility and deal yourself a good hand, with a few aces. Invest.

Therefore, surround yourself with people who pose questions, even those that are uncomfortable and confronting, who provide differing perspectives and have the integrity to explain, elaborate upon, justify and substantiate their contributions. It enables business owners and managers to make informed, considered decisions – and thus they are to be valued... because the destination will seldom or ever be *nowhere*.

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