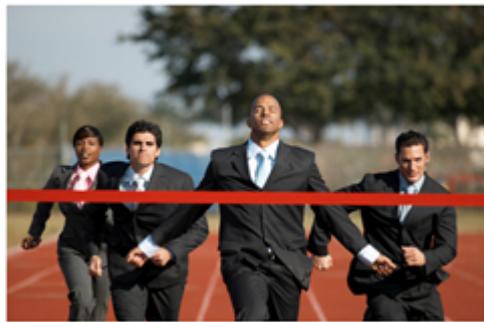


Born Running | Extraordinary Business

As a business leader, when you started your business, you were born running. It was easy to get up every day and simply make things happen. You had a vision for where you wanted your business to go, who you wanted to serve and what you expected to happen as a result of your business's existence.

As reality hit, as the economy shifts, you've discovered that things aren't as you had dreamed. The work is a little harder and longer, the business consumes more and more of your life, the world is less friendly and getting people to do more than talk about your products or services is a bit more complicated



than you anticipated.

But you know that you cannot stop running. Like an athlete, you know that if you don't keep running, you cannot finish the race – even those in last place do finish. That is not so for those who quit.

Consider, for a moment, what it takes to be a great athlete. It takes clear focus, training, understanding of what it takes to win, clear goals on how to get there and people around you to help keep you on track. You recognize the rules and guidelines and make a choice whether or not to obey them. You get the proper resources and make sure that they are maintained in order for you to keep running. You have a coach – someone to point out ways for you to do what it is you do a little better.

As a business leader, it is no different. Clear direction, training, conditioning, people and a coach are not just nice to have, but requirements for you to be able to run the race for the long haul. As you scan the environment – your industry and your marketplace, at least, you will see businesses that could not make it – that had to quit as a result of any number of effectors. You must consider to yourself what will keep you out of that haphazard heap of corpses.

While it is no easy feat, you've got to keep running. If you trip and fall, you've got to get up and do it, again. As an extraordinary leader, quitting is not an option. Though you may change your course or your perspective, you don't quit. Be extraordinary. Keep running!

[Aepiphanni Business Consulting: The Business Strategy People](#) is a Strategy Consulting Firm dedicated to serving the needs of small to medium sized business leaders and executives. We specialize in helping leaders create extraordinary businesses. We welcome clients in the personal and professional services industries, including Creative and Design Services, Software & IT Services, Professional Services and Healthcare Services. As always, we welcome your comments, thoughts, questions and suggestions. If you are seeking a business assessment, or have further questions about creating your strategy or developing your vision, please give me, [Rick Meekins](#), a call at 678-265-3908, or email us at info@aepiphanni.com.

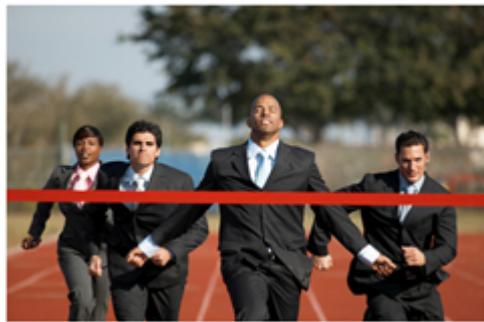


Technorati Tags: Extraordinary Business, Extraordinary Leader, Focus, Determination, Vision, Goals, Coach

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