



"Would you tell me, please, which way I ought to go from here?"
"That depends a good deal on where you want to get to," said the Cat.
"I don't much care where--" said Alice.
"Then it doesn't matter which way you go," said the Cat.
"--so long as I get SOMEWHERE," Alice added as an explanation.
~ *Alice in Wonderland*, Lewis Carroll

We will all arrive SOMEWHERE, SOMEDAY. Though if you notice, "somewhere" is not located on a map and "someday" is not a day of the week.

Clear goals and objectives are essential to the success of your business. Without taking the time to get clear about what you are trying to accomplish, you can meander about wondering, "To what end am I putting in this effort?" or, "Where can I exit?"

Said differently, begin with the end in mind otherwise...

"If you don't know where you are going, any path will get you there." ~ Lewis Carroll