

*shift.*



**focus.**



**evolve.**



*Control your future with* **STRATEGIES**



*“Hope is an unwavering trust in the unseen. It confirms our faith and fulfills our dreams.”*

This inspirational quote was spotted on a plaque at a popular department store. Hope is a beautiful emotion that promotes the belief in positive outcomes. In other words, everything will turn out for the best and our desired results will be achieved.

Too often in business, hope becomes a strategy. Owners and managers hope for change, success, and conflict resolution. They hope profits will turn around this year. They hope sales will increase. They hope bad behaviors will stop.

Thinking back to the 2012 Summer Olympic Games, the Games showcased athletes who strategized and executed on training plans consistently for 4 years. None of them relied simply on saying, “One day, I *hope* to go to the Olympics.” And no one would expect them to achieve the physical prowess they do on hope alone - you don’t just hope to run fast, swim at world-record pace, or land a double twist on a 4-inch beam.

As in the Olympics, so it needs to be in business. Hope is not a strategy. To achieve desired outcomes, an executed plan of action is required. Assess where you are. Define where you want to be. Develop a plan. Take action. Make adjustments as needed.

Just like Michael Phelps and the Women’s Gymnastics team, your business will win gold.