

Keys To Fulfilling Your Purpose (*vision ~ plan ~ action ~ harvest*)

Bronner Business Institute – www.NHBBI.org



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Perseverance

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- Never Give Up
- Provide Better Service than your competitors
- Take the Gamble to Expand if you Believe that your business planning/concept is solid.

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President, Century Systems

Strategic Assets

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- Examine your supply chain to see if you can control your product quality better than available resources. Your process knowledge and control is a strategic asset.
- Make sure to protect trademarks such as product names to prevent capital problems: (trademark infringement, etc.) Product names as well as company names are strategic assets.
- Your spouse one of most strategic assets – choose wisely.