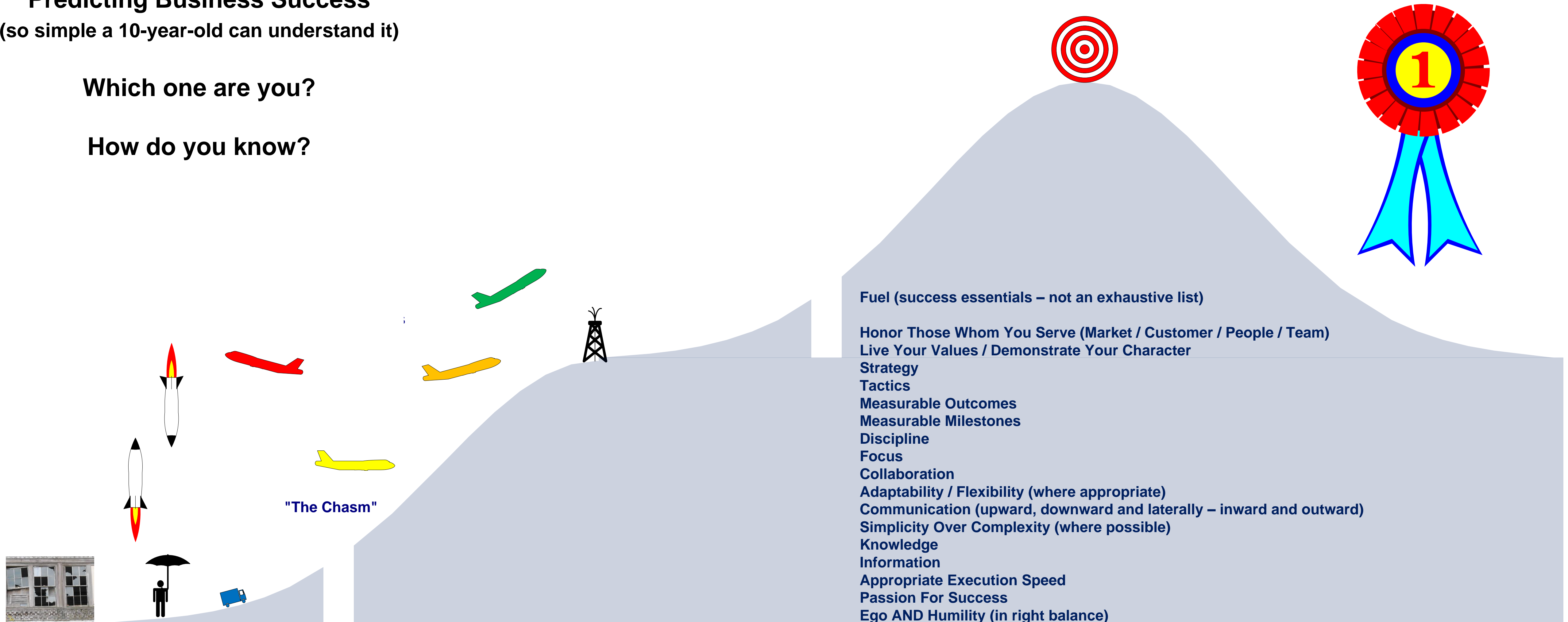


Predicting Business Success

(so simple a 10-year-old can understand it)

Which one are you?

How do you know?



Legend:

Broken Windows – Windows of opportunity that are ignored are as valuable (and sometimes as dangerous) as broken windows. Gold mines exist all around us if we care to look for them but remember other people are looking for / at them at the same time. Besides, the person who opened the window will only hold it open for so long.

Rocket - puts everything into a single shot and goes for it with no sense of purpose or direction, exploding like fireworks. Looks pretty but doesn't last long.

Man - ignores common business practices but believes he is safe from anything. Names his first project "Operation Titanic".

Truck - sets out slowly without sufficient momentum and is unable to clear the chasm. It's a horrible crash that you can't look away from.

Red Plane - sets out without a destination and gets lost. The "passengers" end up in a book describing people lost in the Bermuda Triangle – "whatever happened to ...?"

Yellow Plane - sets out with an idea of destination but with insufficient "fuel" to sustain journey. "Gonna make it, gonna make it, gonna make it ... brace for impact."

Orange Plane – sets out well-equipped and well-intentioned but refuses to recognize need for corrective action. "I can fly this baby with my eyes closed."

Green Plane - perfect balance of destination identification, fuel and corrective actions along the way – prepared for next phase of growth. Say no more.

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