

THE POWER PLAY OF THE WEEK

Shareable action-oriented ideas to help grow your business
and your leadership team.

THE PLAY OF THE WEEK

Often, as business owners, we like to talk about our products and services.

I understand that because that's what we sell. That's how we make money.

The better question is *what problem do we solve for our clients?*

GET ON THE ICE

In your next leadership meeting, have everybody answered this question:

What problem do we solve for our clients?

Have everybody on your team call at least three people, three existing customers, and ask them:

What is one unexpected win that you've experienced since working with us?

The answers to those two questions are gold.

QUOTE OF THE WEEK

“There’s no shortage of remarkable ideas, what’s missing is the will to execute them.”

- Seth Godin