

# MITCH TUBLIN

*Your Navigator*

*for Business Success & Profit*

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## BUSINESS STRATEGY CREATION IS ESSENTIAL FOR SUCCESS IN 2011 IN YOUR BUSINESS

When there is a significant snowfall you really need a strategy for how to drive, where to drive and when to drive. The municipal snow plows usually wait until a good portion of snow has fallen. This makes a number of roads fairly slippery until the plow goes through with salt and the big plow pushes away the snow.



The other day, after my morning workout, the snow was still falling at a good pace. My car would not stop, while driving down a hill, even though slowly. I was sliding down the hill without any brake control at all.

Yesterday, some of the snow was melting during the day. This creates water on the asphalt road tops which then freezes at night when the temperature drops to under 20 degrees F. There are reports of numerous accidents from vehicles sliding on the 'black ice' the next morning.

Unless someone communicates with you about the problems on the roads and unless you know from experience how to develop a strategy of driving in these conditions, what would happen to you? Would you be frozen in place? Would you find yourself in a precarious position? Would you recognize that driving as slowly as possible may be the smartest choice until you get a 'feel' for the conditions?

The description above is not really that different than entering the New Year without a written business strategy or a written plan or written goals to achieve. **If you know where you want to go it is much more likely that you will get there.** If you are acting on daily 'to do' lists without clearly defined action steps derived from a business strategy where exactly are you going in your business?

If you are a seasoned business owner and you scoff at writing out your strategy, plans and goals for your business, please take a moment to consider a few questions. How does your team know what to do every single day? What if they have an idea or a concept or come across something really special. Would any one of them know to share it with you if they do not know the big vision and bigger strategy for your business?

If you are ready to have the experience and expertise of a business strategy consultant, Mitch Tublin, work together with you on your business strategy, plans, goals and action steps for the New Year go to [www.thementorguy.com](http://www.thementorguy.com) and book your initial business breakthrough strategy session today.

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