



**If you refuse to give up, opportunity can arise not only from victory but also from defeat.**

**George W. Bush from his book *41: A Portrait of My Father***

Like most of you, the sense of security has been knocked out from under me as I reflect on the past month and then wonder what each new day will look like. I try to navigate the truth and maintain a sound mind, but what I see are stocks plummeting, and small businesses scrambling and doing everything they can to find new ways to keep themselves afloat. A month ago, we said “Panic? No way! It’ll be fine.” Today we find ourselves essentially on lockdown.

At MasterThink, “preparation” is our middle name. In these tenuous times when the entire world seems to be turned upside down, I see a great opportunity to stop and reflect; to take a hard look at your life, how your business is being run, what is working, what isn’t. Because no one has the luxury right now of operating in a “business as usual” mode, I would encourage you to take this unprecedented occasion to do some serious evaluating.

Did you know that MasterThink can offer you a free in-depth Strategic Analysis to analyze your company from top to bottom? If you envision your company beating the odds and breaking the curve but you don’t know exactly how that will happen, call us. Our team of professionals at MasterThink have spent nearly four decades amassing an extensive toolbox of proven solutions to take your business to the next level and beyond.

There are many consulting firms to choose from, but our approach is unique, with everything tailored specifically for your company’s unique challenges. And because MasterThink’s solution for you is a process, not a rigid formula, we are able to flex with the ever-changing dynamics of the environment and the marketplace and empower you to flex in response. We will develop a plan together *with* you that will work *for* you.

If the future of your company is uncertain, remember, luck is what happens when preparation meets opportunity. Let MasterThink prepare your company so when that opportunity presents itself, you will be poised to seize it.

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