

THE FORMULA FOR FAILURE

AND WHAT YOU CAN DO ABOUT IT

No one goes into business dreaming to fail, but 90% of startups don't make it past the first year and less than half make it five years. Of those who do survive there remains a constant challenge to be relevant in the marketplace, to flex and adapt to changing conditions, to embrace new ideas, and to have the courage to move in a completely new direction if necessary.

- *If your business is enjoying success, congratulations!* But watch out—someone is hot on your heels with a better idea. Are you actively planning for the future or have you become complacent in your accomplishments?
- *If your business has outgrown your present plan and systems*, are you looking at the entire operation—top to bottom—with fresh eyes?
- *If your business has hit a plateau*, do you have the expertise to shift gears and begin to grow again? You might be trying to jump-start your operation by working more hours, hiring more people, or throwing more money into the business, none of which will work long term.
- *If you are well-established* in the marketplace and are ready to slow down or retire, have you laid out a solid plan and concrete steps to prepare your business to be passed on to the next generation?

Your business most likely fits into one of the above categories. Your challenges may be daunting, or you may just need some fine-tuning. MasterThink can't offer magic, but we can give you a fresh perspective, a working plan, and solid systems to transform your company from the top down. We will take you from where you are to where you want to be.

Our time-tested MasterThink process will guide your team through **three key strategic steps** that will give you outstanding results...

Think – Focus – Execute™

Think: The first step we take with our clients is to systematically evaluate where their company stands at the present time and thoroughly analyze their current and future marketplace. It is crucial to ascertain what is working and what isn't before you can move on.

Focus: We begin the second step by asking: *How do we get from where we are now to where we want to be? What and who needs to change?* We get your management team on the same page and set clear direction for the future, defining the strategic goals, systems, and processes that will drive every decision and every action, from small tweaks to sweeping changes that may be painful but necessary.

Execute: Finally, we incorporate the agreed-upon structure and the disciplines that will keep the entire organization focused on priorities and that will assure that all the moving parts are functioning as a well-oiled machine.

Our mission is your success!

MasterThink® has never offered expensive seminars or one-size-fits-all workshops. Instead, we make a simple promise to every one of our clients—*our dedicated team of professionals will roll up their sleeves and work alongside you to provide business solutions that work!*

If we can help you in any way, give Jim Brewer a call at (469) 387-8474.

MasterThink[®] INC