

You won a PRIZE spend and share wisely!

Imagine that you had won the following prize in a contest: Each morning your bank would deposit \$86,400.00 in your private account for your use.

However, this prize has rules, just as any game has certain rules. The first set of rules would be:

Everything that you didn't spend during each day would be taken away from you.

You may not simply transfer money into some other account.
You may only spend it.

Each morning upon awakening, the bank opens your account with another \$86,400.00 for that day. The second set of rules:

The bank can end the game without warning; at any time it can say, Its over, the game is over! It can close the account and you will not receive a new one.

What would you personally do?

You would buy anything and everything you wanted right? Not only for yourself, but for all people you love, right? Even for people you don't know, because you couldn't possibly spend it all on yourself, right? You would try to spend every cent, and use it all, right?

ACTUALLY This GAME is REALITY!

Each of us is in possession of such a magical bank. We just can't seem to see it.

The **MAGICAL BANK** is **TIME!**

Each morning we awaken to receive 86,400 seconds as a gift of life, and when we go to sleep at night, any remaining time is **NOT** credited to us.

What we haven't lived up that day is forever lost.

Yesterday is forever gone.

Each morning the account is refilled, but the bank can dissolve your account at any time....**WITHOUT WARNING.**

SO, what will **YOU** do with your 86,400 seconds?

Those seconds are worth so much more than the same amount in dollars.

Think about that, and always think of this:

Enjoy every second of your life, because time races by so much quicker than you think.

Where Lean
Thoughts
can become
Reality

"Unless you try to do something beyond what you have already mastered, you will never grow."

Ronald. E. Osborn

7 SURVIVAL RULES

Homework and hard work pay later on: *“The fight is won or lost far away from witnesses. It is won behind the lines on the gym and out on the road, long before I dance under those lights.”* Mohammad Ali.

You don't know what you don't know: So how come you believe that you don't need to learn new stuff?

So.... What might Seven Survival Rules Look Like?... for 2011 and beyond?

- 1. Time is the currency that counts ~ NOW Faster is better than cheaper – and customers will pay a premium for it.** *Their success and yours depends on speed, and the coordination & communication that makes it possible*
- 2. Market Share doesn't matter ~ SOLVE PROBLEMS**
Your customers are relentlessly opportunistic (aren't you when shopping?) To keep their business, you have to learn to anticipate their problems, then focus on developing individual solutions that make them more competitive
- 3. You are only as good as your Supply Chain ~ PARTNERS ARE KEY....** *You can't compete based on your talents alone anymore*
- 4. Get over yourself ~ LOOK BEYOND YOUR WALLS**
Nobody ever saw the future by staring at his or her corporate navel. To see what's next, you need to look outside yourself. How are your customers' demands changing? How could new trends or new technologies change what they do?
- 5. Explore what others do - READ TO LEARN**
Read magazines and books about things outside your field – study companies whose products seem unrelated to yours. The best ideas aren't new; they're just hiding out in someone else's market. Aim for free, perfect, and now. The idea is the hard part!
- 6. Study the stars ~ LEARN FROM THE BEST**
Folks like Bill Gates and Andy Grove didn't get to be so successful by coming up with bad ideas. Tackling the what and the why of people “in the know” will give you a heads-up on trends destined to change the way you compete. Watch where they put their money. What are they betting on? Where do they think value lies today?
- 7. No rest for the weary - LEADERS CAN'T TAKE TIME OFF...** *There is no end to change, and competition will only accelerate. There are no guarantees of survival, no protections except your own ability to produce something new today – and embrace its obsolescence tomorrow, using it as motivation to inspire something better still.*