

NEWSLETTER 05 · A QUESTION FOR OWNERS

What kind of company are you building?

Your everyday choices shape the company, whether you mean them to or not.

Beyond this year's numbers, what do you hope your company will become? What will people learn there? What responsibility will they carry? What will customers find there that they can't find elsewhere?

The answers show up in daily decisions: what gets your attention, what you tolerate, whom you listen to, how you handle mistakes, and how you share success.

You may never have a final answer. It's still a question worth bringing into the decisions you make today.