

Is your Business King of Beasts?, I hope not (A Business Lesson from Mother Nature)

Dear Friend,

The other day I was flipping through channels when I came to a halt on a documentary of the life of a lion.

The story begins with a young male lion seeking to establish his own pride and leaving the safety of his mother's care. It eventually splits off to pursue its own objectives of family, control, and power. So it does accomplish this, albeit only temporarily. After all of his blood, sweat, and tears, it was eventually taken over by a younger, stronger lion he didn't see coming.

You might want to question me:

What's this got to do with business ?

I don't have to tell you that running a business is just as ruthless as mother nature.

Every entrepreneur, like the lion, takes the same risk with themselves, leaving them vulnerable to being usurped in their field by a company they've never heard of. Businesses close and reopen every day without your knowledge. This will become more common as the economy may deteriorate.

It can get a lot worse in an instant, it's just a matter of when.

Unlike the King of Beasts, we have the benefit of having access to information that allows us to anticipate future events. The challenge is sifting through all of the information and deciding what is important. Because if you take your foot off the gas, you'll be vulnerable to competing companies that are always lurking waiting for your market share.

Those who learn to anticipate their industry and push their businesses to the utmost will undoubtedly become its dominant forces.

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P.S. The world is constantly changing, requiring those who do not wish to be left behind to change along with it.