

Happy New Year! From Big Tree Strategies



A CEO said his purpose is not to prevent bad things from happening, but to help his people learn from whatever takes place. This is especially true if your people only know how to manage in times of increased revenues or loose spending restrictions, and make the assumption that the business will continue to experience growth. They have never experienced a downturn.

[Our latest blog: Intentional Change: Responding to the Downturn](#)

THE **Intentional** TEAM



Aim to Win

This month's Intentional:

Define what 'winning' will look like. Is it a metric you have to accomplish? Make it personal and wrap it in a story that your team can relate to. If you believe, your team will too.

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