

An all-time film classic will soon turn 75. I recently read an article talking about The Wizard of Oz approaching this milestone anniversary. I have long lost count of how many times I watched this movie, and it never gets old. So what would be so important reading about The Wizard of Oz in a business article? I can't imagine anyone not having seen this movie at least once, which means few would be confused with any references to it here.

Business Lessons

The WIZARD OF OZ

from

by Chris Polek, CEO

We are at that time of year where, as business owners, we reflect on the past year, and where our focus will be on the year ahead. How would The Wizard of Oz help you focus on the priorities for your business in the year ahead you ask? I believe there are three areas to consider to help you grow ideas for important action items in 2014. Think about what the three main characters in the movie were searching for: **Brains, Heart, and Courage.**



BRAINS

How committed are you to training? For you and for your people? Is it a once in a while, haphazard thing, or do you focus in on a few skills, and commit to incremental improvement until you master them? Mastering skills is only achieved through repetition of the same skills. Think about other skills outside of your business where you are at an accomplished level. I have met business owners that outside their business are accomplished golfers, tennis players, triathletes, skiers, and pilots. Do you think they achieved the skill level they are at now by just taking a weekend seminar? I didn't think so.



Commit to one or two areas in your business where you will focus on having consistent incremental improvement, and by the end of 2014, you and your company could master them. What type of outcome would that have for your business?



HEART

Do you love what you do? One way is to ask yourself tough questions like:

- Why am I in business?
- Why do I do what I do for a living?
- Do you love your company?
- Do you love your products and services?
- Do you love your customers?



These questions have a direct link to your Productivity, Attitude, Income, Success, and Fulfillment, and your answers will show what direction you are moving in. When you love it, it shows. When you don't love it, it shows. So where are you now? Where do you want to be?



COURAGE

Do you have the courage to take risks? Do you want your business to grow in 2014? If you answered yes, understand that there are going to be risks to achieve those outcomes. The tough part isn't over yet. It's not just about accepting risk; you are going to fail too! Will you have the courage that when things don't go as planned, that you can learn from your mistakes, and go out there ready to take another risk? There is no safe, guaranteed, risk free way to grow your business. Forget about no risk, no reward. No risk, no nothing!

I hope these questions have opened your mind as to how you can improve your business in 2014. The Wizard won't be able to grant you the outcomes of your business growth, but if you honestly think about how you and your company can achieve Brains, Heart, and Courage, then perhaps you will discover, like the Scarecrow, Tin Man, and the Cowardly Lion, that the power was within you all along.



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