



# THRIVE: Turning Uncertainty To Your Competitive Advantage

## The PROVEN 9 Step Formula

This is actually **MORE than a strategy**, it is your **personal plan** of action to start to control change rather than have change control you. Imagine how far your business could go. **What you could accomplish.** The **goals you could achieve.** And the customers you could help if you knew what to do, how to act, and the strategy to implement when uncertainty struck. Well now you do. We've taken the guesswork and the worry out of **how to grow your business** no matter the obstacles or challenges you face. **Follow this formula and watch** as uncertainty becomes **your greatest competitive advantage.**

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- 1 Rentless Vision** - get crystal clear and hyper focused on your end game, where you are headed, and what it will look like.
- 2 Condition Yourself For Change** - start driving change rather than change driving you.
- 3 Competition Becomes Collaboration** - turn competitors into partners that drive your business forward.
- 4 Know Your Core** - using your core values as your guiding light when making decisions.
- 5 Secure Your Base** - your existing customers hold the keys to relevancy, growth and new business in an uncertain marketplace.
- 6 Build Your Network** - the solution to every challenge or obstacle you're facing lies within your network.
- 7 Strengthen Your Team** - your greatest competitive advantage, one of the few you have left, is the team you surround yourself with.
- 8 Shed Fast & Keep Moving** - know what is working, what is not, and how to let go to increase productivity and profitability.
- 9 Rinse & Repeat** - this formula is active. To succeed you need to use it, apply it, and activate it over and over again.

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