

December 1, 2008



## Just for Today

### CEO 2009

We don't grow, and our businesses don't grow, unless we challenge ourselves to stretch. With four weeks to go, I'm going through an intensive "year in review" analysis to see what worked, what didn't and what part of ME needs to be adjusted for next year. Is it scary? You betcha'. And yet what is even scarier is staying the same. Because that's when the doubts set in.

Will my "A" list market be the same in 2009? Probably not. Economy shifts, markets shift and I have evolved. I have developed more and different products and services - and so have others playing in my marketplace. Will I be happy making the same money next year as this? Absolutely not. I have places to go, things to do and dreams to realize. Pitter patter, let's get at 'er.

**Just for Today:** think about how you're going to guide your business/your self for growth. CEO's don't settle, they're continually investing in themselves and their companies. What one big change in your belief system do you need to make to be the CEO you know you can be for 2009?

*Angela*