

If it is to be it's Up to Me

Our business began 15 years ago based on our passion for helping make business dreams a reality. Our approach was unique in that we wished to serve all sizes of business. We wished to turn their goals into a reality by working long term with them since goals can take a long time to implement. We have also found that when you have success, you tend to have further challenges. In fact one of my favorite sayings (and I believe to be a business rule) is:

“Success breeds adversity.”

As we took this path, we discovered that business owners who are goal oriented and success motivated tend to always want more. This lead us to another business rule that:

“At Mastermind Consulting Market our Market is the infinite insatiable soul.”

The infinite insatiable soul cannot resist setting a new goal when the old one is accomplished. As an MCN franchise or consultant, your work with many clients will be long term and predictable because of this and this provides a unique stability and billable predictability in our industry, which is unusual.

As you help to Drive Client's businesses to peak performance, new challenges and goals develop. You become an integral part of the client's success team. A long-term right hand advisor who helps top management who is part of the yearly budget almost considered an important “employee” whom they will *always pay*. This can go on for generations of a family business.

A critical billable service that drives this whole process is developing a long term Vision and Purpose for each company you work with. Where does the client truly want to be 10 years from now? This helps to fan the fire of the infinite insatiable soul. Thus we have modules in the TRIAD process to help you and the client to define their Company Vision and Purpose.

Once the vision and purpose is defined the TRIAD process helps to develop an ongoing long term Strategic Plan to reach this Vision step by step. Jerry Scrivo, the author of this process, has developed a system that quite frankly brings us together here today. For it was during our own going through of this process that we decide we must – for the benefit of our Vision - start expanding in this franchised way.

You see our own success has bread our own adversity since we had reach the point where every associate was more busy then they wanted to be. We are getting calls to go to more and more places outside of our marketing area and we really don't have the time to go there. Within Adrian & Tecumseh, we are only serving 75 customers yet there are over 7,000 in our area. We could raise our prices way high to reduce demand but why do that when we are profiting and onto a good thing? A large part of our success come from the fact we live and do business in the communities that we serve. And that each of us has a real ownership of our own business united with others who too are local and involved.

Thus what we need, if we are to meet demand, is local branches that are owned locally and vested in the same desire as we have to serve all types of business from a local base. The key is that the new owners must have a burning desire and passion to do this type of work and be team oriented enough so they help to multiply the success of each other.

IF IT IS TO BE, IT'S UP TO ME AND THE COMPANY IS ME!

***How every moment is a chance to increase your and your
company's success!***

In the past, you did not have to have much concern about the company you worked for or, if you were an owner or stockholder, concern for the people that worked for you. In general, over the past 40 years, it has been rather easy to succeed here in the United States. Our country was, during that time, the absolute number one economic power. We had very little competition here or throughout the world. Demand for products and services back then were constantly increasing.

You really didn't have to be concerned about the quality of product or service you provided. Demand was so high you could afford to lose a customer or two because others kept on coming in.

As we all know, times have changed. We are in a **service economy** rather than a manufacturing economy. Through deregulation we have seen many companies buying each other out and the smaller independents becoming more and more of a rare breed. Those with high paying jobs cling to them because these jobs have been reduced by the millions and new ones are at the WalMarts or McDonalds. Most of the new jobs created have little or no benefits. They tend to be part time, unpredictable and unstable. The U.S., instead of being the world's absolute economic power is now one of a **number** of economic powers. All of this you've heard, and have obviously been concerned about. *Now you, me and this company as a whole face two paths we can take in facing an unpredictable future.*

The first path is the old path of conflict and blame that our ancestors actively participated in. We can blame somebody else or organization for our troubles. We can focus on things with an attitude of "what's in it for me?" As owners, we have at our hands the option of using the times to really push fear motivation with a message "improve or else." We can push fear motivation and take an attitude that people are replaceable.

Or as employees, we can leave the organization and blame our problems on the wealthy or dumb bosses and trying our luck finding a better job

One need not look any further than the politicians to see a whole lot of this blaming and positioning going on with much viciousness. This path creates nothing but conflict, chaos and disorder within the organization and in our society.

Yet there is **another path**, a path that is much harder to travel, but as we walk on it, it benefits not just one person, but each of us together. Following this path leads us to a world of security, and growth. Growth in income for our selves, our families and our company. The name of this road less traveled is IF IT IS TO BE, IT'S UP TO ME! and that THE COMPANY IS ME!

IF IT IS TO BE, IT'S UP TO ME means taking personal responsibility for

your success and the company's success. It means allowing yourself to set individual goals for the company's improvement. It also means a commitment to solve your own problems rather than waiting for someone else to solve them. It is recognizing that the only one responsible for our future success is us, because we are the company. No one can help us but us. No outside forces can be expected to help us so we must help ourselves. To do this we must point the mirror in our own face. Where can we improve? Where can I get better?

THE COMPANY IS ME means that each of us has a large stake in this company. When our company succeeds, we succeed. We share the victory. We gain the thrill of self-improvement. When we move the company forward with our thoughts, ideas and actions, the company moves forward as does our security and future. IF IT IS TO BE, IT'S UP TO ME - THE COMPANY IS ME means that each of us must commit to taking personal responsibility for The Communications Company continued success and make commitments to do that on an ongoing basis.

We do this, together, not only for our own individual gain but for the community in which we live. We believe that our company does a lot better job for our family, friends and neighbors than a faceless multinational ever would do.

If each of us has goals we are working on to continuously improve the company, the company **will** move forward at a rapid rate. We have no idea what the economy will be doing in the future. What we do know is that we are here together, in a company with unlimited power and future. Let's make that first step now in setting our plan to UNLEASH THE POWER of our Company. In committing to take the attitude that IF IT IS TO BE, ITS UP TO ME and THE COMPANY IS ME, there will be no one that can stop us and nothing we can't accomplish since we are united together taking total responsibility for our own success.

LET'S DO IT NOW!

