



OLD SCHOOL

By Howard Cannon

We are a **FOR PROFIT** Business! Any Questions?

ATTITUDE

Ask anyone who owns or operates a business the following question.

Why are you in the business?

Some of the answers that you will hear will sound well thought out

and cleverly conceived. Some will be Corporate Mission Statements regurgitated to you from the back of a pocket card. Others will be willing to share with you their family business heritage dating back generations.

Being in business... any business, is about **making money.**

So, why shy away from it?

It seems that people feel uncomfortable about coming right out and saying it. Apparently, making a profit... or at least talking about it (out loud) is taboo.

What Hogwash!

In fact, I could argue that business owners and operators have a responsibility to do everything within their power to ethically and honestly make a fair and reasonable profit, because, if the business doesn't make a profit... there won't be a business.

Then nobody wins!

Think about it! There won't be a place for the shareholders and owners to invest and make a living. There won't be a place for the employees to work and make a

living. And there won't be a place for the customers to satisfy their craving for your product or service.

As an employee it is your duty and responsibility to help your employer make a fair and honest profit on a consistent and continual basis. That is what they pay you for and if you can't help them to do that then you shouldn't have too many questions if they end up showing you the door.

Don't ever lose sight of the one real objective of any business.

ProfitAbility!

ANY Questions? **\$**

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