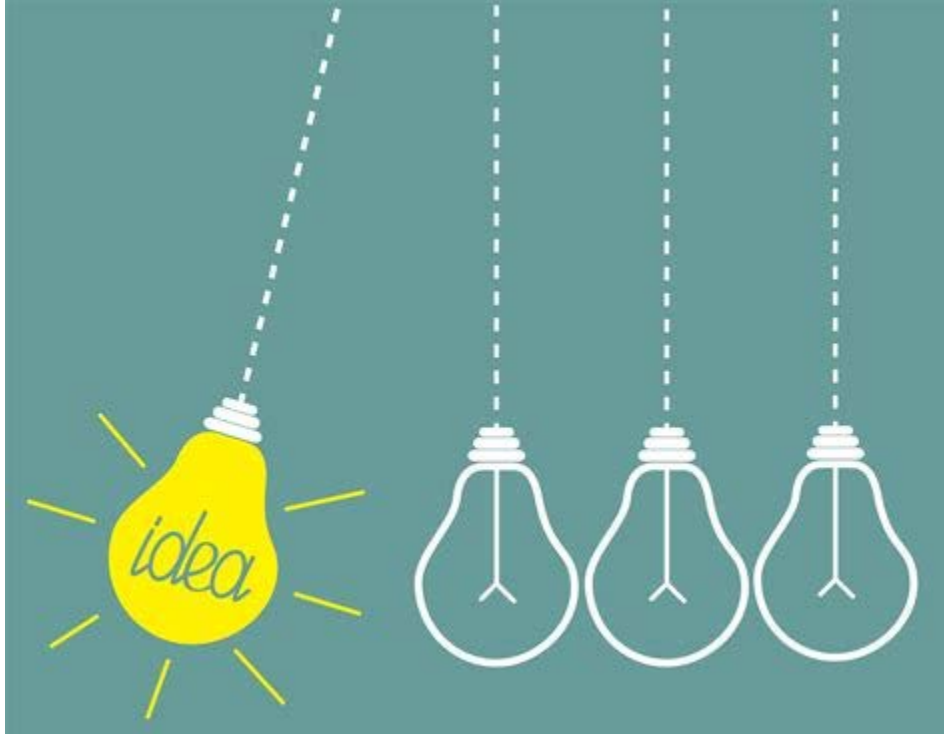


Really????



Innovate or die. I know, you are probably saying “Do you have to go there, Tracy?”

I use to roll my eyes at that statement but, I can't any more. We have raised a generation that will not take our word for it. Who doesn't want to do it the way we always have. Who expects work/life balance. Who have no interest in hearing us pontificate about how we think they should work. It's time for us to get on their train.

We must come to grips with the fact that if we want to stay competitive and grow we have to become disrupters instead ridiculing and trying to avoid them. We have to be willing to shake it up, let go of our archaic thinking and live a little, maybe even run with the bulls.

We are creatures of habit. We unconsciously gravitate to what we know. The older we get the more ingrained that behavior becomes. That path is not serving us well. This is not a trend we can ride out or a fad we can ignore.

What is the composition of your work force? Is your business growth stagnate? Does your office look like it could be the set of Mad Men? Does your staff look like they are at the Dentist's office?

Are you ready to shake it up? We can help with that.

We have partnered with Aldridge Kerr & Associates and have developed the **D³ Methodology** to help your leadership look at your space, people and processes with a fresh lens.

What to hear more? Contact me at tvoltin@cosourceinc.com.