(#157) Dear Management:

October 2, 2019

What is the size of your company now? What size do you want it to be?  
  
Are you a boutique shop, wanting to be mid-sized? Are you a regional hub, wanting to be a national player? Are you a (fill-in-the-blank), wanting to be a (fill-in-the-blank)?  
  
Then THINK that way! And MAKE decisions that way... Even if the direction was to go the other direction and downsize.  
  
Don't make decisions on policy, procedures, structure, etc., based on where you ARE...  
  
Think of what decisions will work for you when you're at the place you want to be...  
  
Don't pigeon hole yourself into dead ends or costly detours... on your company's journey to its new destination.  
  
Think SCALABILITY! in EVERY decision that matters...  
  
The only way you're gonna get to your destination, is if you ACT as if you're already there.  
  
No one gets to be The Oprah Winfrey Show, thinking and acting as if they're The Sharon Osbourne Show....  
  
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