(#191) Dear Management:

November 26, 2019

What is the definition of a "special interest"?

Here, I'll help you out...

A special interest is a person or group seeking to influence a government policy to further... an often narrowly defined interest.

But governments aren't the only ones that have to ward off their influence... so do businesses and the leaders within them.

Especially those in command of the decision making process.

So, listen away to all the NARROW voices coming from all those outside vendors, industry groups, friends, seminars and webinars...

But remember to make decisions on the EXPANSIVE view and goals that you and your team have agreed upon.

Otherwise, it's in NO INTEREST of the company.

Now you know...

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