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Dear Management:  I made a passing comment last week... and I think it's worth revisiting.  
  
WHAT if!!! your company made its core goal... to achieve a ONE DAY funding as its new normal?  
  
Think of the changes THAT would initiate in your company.  
  
All departments would focus on the best things... that make a great company (efficiency, new technology, cooperation between departments, communication, borrower satisfaction, etc.).  
  
Because, instead of some unambiguous goal like "be gooder", there is an ACTUAL... IDENTIFIABLE...  
  
and as we're seeing... an OBTAINABLE goal in the not-so-distant future.  
  
And what's the worst case scenario here?  
  
Your company becomes more streamlined, more cohesive and MORE BETTER than your competition.  
  
That's not so bad peeps!