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Dear Management:  Ok, so I'm sure you have THIS friend as well...  
  
That close friend that's looking to buy a house and wants you to tag along.  
  
But after walking through a few houses... you start to see a pattern in their comments.  
  
Why am I being shown a house in this neighborhood?  
Why aren't these counters marble?  
Why is the backyard so small?  No pool either?  
Why aren't these floors real hardwood?  
  
So now... being the fiscally minded person you are, you have to find a way to tell your friend...  
  
That their BROKE ASS BUDGET, can't afford those WANTS and their current NEEDS will be met just fine... with a little paint and elbow grease.  
  
I often see this in companies as well.  They have these same lofty ideas of what they WANT versus what their production and resources can afford.  
  
But sometimes... making the best of what you have... and working within those parameters... will ACTUALLY get you to the level of success you desire.  
  
How many companies have we seen grow TOO BIG, TOO FAST... to try and get to the goal they set for themselves.  
  
And MISS the journey and the infrastructure evolution... needed to get there.  
  
So, be honest with your friend and be honest with your company.