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Dear Management: A LOT of decision makers make decisions...  
  
NOT thinking about the company they "actually" have in place.  
  
So, they end up frustrated when the plan doesn't get to a desired outcome... of the idea they dreamed up.  
  
To that... I say...  
  
WAKE UP!  
  
And deal with the "actual" company (systems, processes, people, culture, etc.) you have in place.  
  
If you had an idea to deliver packages around the world... and all your delivery people "only" drove cars. All the wishing in the world is not gonna make them know how to fly a plane.  
  
Moral:  
  
State your goal.  
Assess the needs of that goal.  
Assess what you have "in place" to meet that goal.  
Obtain additional requirements (if applicable).  
Evaluate if it will be a prosperous venture.  
  
If yes, dream on! If no, STOP!