



**Dr. Marilyn H. West
Perspective...
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WHY BUSINESSES CAN'T AFFORD TO COAST

In today's environment, standing still is the fastest way to fall behind.

By contrast, forward motion—even if imperfect—signals adaptability.

Trying new approaches, testing strategies, and making informed adjustments keep an organization agile and relevant.

The reality is clear: doing nothing is a decision, and often the riskiest one a business can make.