

Your future is determined by what you are doing today & every day.

The actions of today are the bridge to the future.

The daily business routine is important.

- **More Sales**
- **Reduced Costs**
- **Customer Service**
- **etc. etc**



Discipline & Commitment towards the daily routine ensures steady progress to achieve what we want to.

However, the key question(s) to ask are:-

1. **What** do you want to achieve and '**why**'?
2. Is the above **SUSTAINABLE**?
3. Is there **anything** else too, **needing attention**?



Something else is also very important & that is - being 'consciously' aware of the PEST environment, which itself is continuously evolving.

How are you ensuring that you are not missing out on something which is **critical to your survival?**



Companies today, need to proactively visualize, how their present-day actions will ensure their survival & growth in the future?

Business is tied to Sales which is tied to Customers who are tied to the Solutions (products/services) that the company is providing.



It is a **marriage-of-convenience** between the **customer & the solution** (not the company).

These are not just solutions only for today but for '**tomorrow**'.

Are you ensuring that you are working on **solutions for the future?**

Need help with building the bridge?

Contact us.

<https://www.mascothedge.com>



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