

CRESITA LLC NEWSLETTER

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Being Intentional

What does it mean to be “intentional” in business? To me, being intentional is about creating alignment between your business purpose, strategy and using your energy and resources to reach the goal. Last month, I discussed asking yourself what business are you in. Asking yourself what business you're in is not just for those that are employed in the C-Suite; often times this plays out in direct customer interactions and ultimately at all levels of the business. The C-suite leadership does need to clearly communicate what business you are in and empower staff to help reach that goal. Recently, I was at dinner where we had a significant interruption in the meal due to something beyond the establishment's control. While we sat there with nothing to do, one of our dinner party members asked if they could open a bottle that was exchanged as a gift between members of the dinner party. Our server said that it was possible but that we would be charged a corkage fee. The corkage fee is customary when you bring a bottle into an establishment, but this was an extenuating circumstance. The server did not seem empowered to grant that request which told me that money was what the business valued or that was the tone set by the leadership. If the restaurant were truly in the business of creating a great dining experience, we would probably have overlooked the glitch as well as two specific requests that were not followed. One request being a substitution for an item on the tasting menu that could not be granted. So, the restaurant got our business that evening but will likely not see us again, because there are so many great dining options.

This month we will discuss the impact intentionality and what that means. The dictionary defines this term as: “ the characteristic or state of being conscious of intending an (objective outcome).”ⁱ

To my way of thinking, the two concepts are closely related. Once you figure out what business you are in, how you are intentional about the use of your time, talent and resources becomes a lot easier.

Forbes Magazine tells us that one tip to be intentional includes:

Develop Routines Centered on Mindfulnessⁱⁱ – To me this means that upper management should state and reinforce goals consistently. As opposed to catching someone doing something wrong, catch someone doing something right and be sure to point it out and celebrate it publicly. This ensures that people will be recognized and praised for doing something right and that can have a positive impact on staff. Praising staff for doing the right thing does not cost the business anything, however not empowering staff may have costs to the business in ways that may not show up immediately. I might also encourage staff to share customer experiences during regular huddles or meetings. I can attest that upper management is often the last to know about problems. The best way to get in front of problems is to create a culture where all staff can share problems of any type without the fear of retribution.

As with most things, there can be multiple strategies that can be employed and “one size does not fit all.” Anyway, as we continue this theme it is important to ask yourself two questions: 1) What business am I in? and 2) How do I be intentional in my work every day? Please note that the answer to question 1 informs the answer to question 2. For me, I am less concerned about the answers to the questions, but more that you think through those questions. Let’s all strive to be more intentional every day.

If I can help you with this process, please contact me at bill@cresitalc.com.

ⁱ “Intentionality.” Merriam-Webster.com Dictionary, Merriam-Webster, <https://www.merriam-webster.com/dictionary/intentionality>. Accessed 22 Jun. 2026.

ⁱⁱ <https://www.forbes.com/councils/forbesbusinesscouncil/2024/08/15/leading-with-purpose-how-to-be-intentional-in-day-to-day-work/> Accessed 22 Jun. 2026