

The Similarity Between Ants and Management



There's an old story about a little ant that climbed a big tree and got out on a limb. The branch happened to break and fall into a raging stream. Then, the branch with the little ant perched on top drifted towards the falls. The whole time the little ant was grinning.

Why? Because he really believed that he was driving.

Are you just floating along with the stream heading towards a fall?

Have your key people ever put you out on a limb?

Do your managers believe they are really in control of your marketing plans?

Is your competition coming out with new products, promotions, and programs while your company is just drifting along?

Are you looking for the right navigator to steer you?

If so, to keep your business plans moving upstream and increase your sales, call the Marketing Consulting Talent that Means Business.

MARK GOFF
MARKETING CONSULTANT

www.markgoff.com
E-mail: markgoff@markgoff.com
Telephone: 870-425-2107