

# **A to Z FOR THOSE THAT ASPIRE TO BE AN ENTREPRENEUR OR VALUED EMPLOYEE**

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- A = ACCOUNTING** – UNDERSTAND BASIC BOOKKEEPING
- B = BELT TIGHTENING** – BE PREPARED TO CUT COSTS WHEN NECESSARY
- C = CHANGE** – IS ALWAYS IN MOTION – BE PREPARED TO DEAL WITH THE GOOD OR THE BAD
- D = DECISIONS** – DON'T BE AFRAID TO MAKE THEM – DO NOT LET EVENTS DICTATE
- E = EXCELLENCE** – ASPIRE TO BE THE BEST & NOT JUST THE BIGGEST
- F = FAILURE** – LET FAILURE MOTIVATE YOU – IT IS A GREAT TEACHER
- G = GROWTH** – SEE THE FUTURE POTENTIAL IN WHAT YOU DO
- H = HOME LIFE** – A BUSINESS CAN TAKE A TOLL ON A FAMILY
- I = INTEGRITY** – A REPUTATION TAKES A LIFETIME TO BUILD – CAN BE DESTROYED IN A MOMENT BY ONE BAD DECISION
- J = JOB SATISFACTION** – DO SOMETHING YOU LIKE & ARE GOOD AT
- K = KNOWLEDGE**
- L = LUCK** – GOOD & BAD THINGS HAPPEN TO EVERYONE – HAVE TO LEARN HOW TO COPE WITH THE BAD & ENJOY THE GOOD
- M = MATURITY** – DEGREE TO WHICH YOUR TARGET MARKET IS READY FOR YOU
- N = NETWORKING** – KNOW AS MANY PEOPLE & COMPANIES AS YOU CAN
- O = OPPORTUNITY** – ALWAYS THERE – LOOK FOR IT – MATCH TO YOUR ABILITY
- P = PARTNERS** – TOO MANY ARE NOT GOOD
- Q = QUALITY** – STRIVE TO OFFER A GREAT PRODUCT/SERVICE
- R = REJECTION** – BE PREPARED TO DEAL WITH IT WHEN SELLING
- S = SELLING** – NEVER STOP – IT IS WHAT KEEPS A BUSINESS GROWING
- T = TARGET** – YOUR EFFORTS TO ACCOMPLISH TASKS ON A TIMELY BASIS
- U = UNEXPECTED** – CAN HAPPEN – CLIENT LOSS/NEGATIVE GOSSIP/MERGERS
- V = VALUE** – GIVE MORE TO YOUR CLIENTS THAN THEY EXPECT – BUILDS TRUST
- W = WORK ETHIC** – MAKES YOU STAND OUT AMONGST YOUR PEERS
- X = "X" FACTOR** – NOTHING LIKE A CASH RESERVE WHEN THINGS GET BAD
- Y = YIKES** – I AM ALMOST AT THE END
- Z = ZEITGEIST** – THE DEFINING SPIRIT OR MOOD OF A PARTICULAR PERIOD OF HISTORY AS SHOWN BY THE IDEAS & BELIEFS OF THE TIME CONTRIBUTED BY A STUDENT