

TOP OF MIND

HOW DO YOU ENSURE THAT YOU ARE CONSTANTLY IMPROVING?



I THINK THE WAY I LEARN THE MOST IS THROUGH MY MISTAKES. I am constantly watching game film, looking for ways to improve. I also love hearing

the challenges and triumphs of my teammates and friends. Hearing others' stories oftentimes helps me to avoid difficult situations but more importantly motivates me to set goals for myself.

—CHRIS HARRIS, JR., Denver Broncos cornerback



I'M A LIFELONG READER. My home base and work base are in two different parts of the state, so I have a 3.5 hour drive every Friday afternoon and

Monday morning, which means I listen to at least one Audible book in the car a week. I listen to non-fiction and enjoy books about self-made people.

—TERRY WHEATLEY, president of Vintage Wine Estates



I AM NOT A BELIEVER IN HUMAN PERFECTION, and thankfully no longer chase it, but I do believe in consciously creating and living a more authentic life

filled with love and vitality.

—JANIE HOFFMAN, founder and CEO of Mamma Chia

SURVEY SAYS...

ENTREPRENEURSHIP IS THE AMERICAN DREAM.

Eighty-five percent of small business owners believe being your own boss and owning a business is achieving the American Dream. A nearly identical 84 percent of more than 1,000 U.S. small business owners hope their children one day become small business owners themselves.

The survey results are courtesy of Kabbage, a global financial services, technology and data platform serving small businesses.

When asked why they wish their children become business owners, the top responses included:

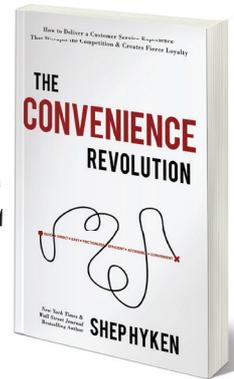
38% Turning their passion into a career

24% Being their own boss allows them to control their schedule

22% Starting and building a company is rewarding

CONVENIENCE IS KING

A REVOLUTION IN CUSTOMER SERVICE



There's a reason they call it a convenience store—because it's convenient! Customers who shop at convenience stores know the selection is smaller and the prices are often higher... yet they still come in droves because of the ease of purchase.

What about the minibar in your hotel room? That same \$5 can of Coca-Cola in the hotel's mini-fridge can be bought down the hall from the vending machine for just \$1.25. Yet hotels are restocking minibars every day.

It's this simple: Customers will pay for convenience. And they'll choose to do more business with the people and companies that make their lives more convenient!

These are just a couple of examples. Use these ideas as a starting point. Start a Convenience Revolution of your own by thinking about how you can reduce friction for your customers and colleagues on an individual level.

Ask yourself this question: How easy is it to do business with you? If you keep returning to that one question, day after day, week after week, month after month—if you look closely and strategically at the honest answers that come back—then you really can join, and win, the Convenience Revolution.

—Adapted from *The Convenience Revolution*, by Shep Hyken, available Oct. 2