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CRITICAL THINGS TO REMEMBER ABOUT BUSINESS DEVELOPMENT

1. It is a marathon, not a sprint.
2. Go where the prospects are. Elk only live in the mountains so don't hunt them in the desert.
3. Commitment leads to actions. Actions lead to results.
4. What professional athletes, great musicians and rainmakers have in common:

Arthur Rubinstein:

"If I don't practice . . .
the first day – I notice
the second day – the critics notice
the third day – the audience notices"

5. Abraham Lincoln: "Things may come to those who wait, but only those things left behind by those who hustle."
6. The Rainmaker's Creed:

Each morning, when the sun comes up, the gazelle awakes.
He knows he must outrun the fastest lion or be eaten.

When the sun comes up, the lion also awakes. He knows
he must outrun the slowest gazelle or starve.

It doesn't matter whether you are a lion or a gazelle. When
the sun comes up, you'd better start running.

Bob Denney is a recognized authority on strategy management and leadership for law firms and companies. He serves as an outside Director on company boards and has also served as an interim CEO in turnaround and crisis situations. For further information visit our website at www.robertdenney.com.