



## **TIP OF THE WEEK**

February 5, 2008

I have to give credit for this tip to my friend Andy Tannenbaum. Actually it's more of soapbox issue than a tip. Andy and I have a "problem" with the word "issue." We think that people are oversensitive about being politically correct. Case in point. Many people use the word "issue" when they mean "problem". They will say that Mary has an ISSUE getting to work on time. NO, Mary has a PROBLEM getting to work on time.

Having issues lets people off the hook because we discuss issues but we solve problems. So when a group wrongly labels a problem as an issue, they give themselves permission just to jawbone and not resolve.

Magazines have issues.

People have problems.

Good luck. Work **ON** your business. Stay in touch.

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