



## TIP OF THE WEEK

April 15, 2008

What if the hokey pokey is what it's all about?

I know what you're thinking. Ben has finally run out of tip ideas. Well maybe not. I use this phrase to remind clients that every solution does not need to be totally new. We all learned the hokey pokey when we were kids and I bet that right now if I play that music you could make all the moves.

It's the same in business. Sure... we need some breakthrough ideas to differentiate and innovate. But most of us spend a great deal of time blocking and tackling: setting examples, coaching employees, solving problems, and enabling success, speaking with customers. Our own success is heavily linked to our ability to do these apparently simple things well. So here's the tip. Think about something you have avoided doing that is more of a pain to do than it is difficult to accomplish. Do it today (or tomorrow at the latest). If you make a list of these items and perform them regularly, you'll feel better and your business will do better.

And that's what it's all about.

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

**AVENUE**

**WESTFIELD**

**MASS**

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