



It's Not Just About Profitability and Survival: Leaders Need to Lead

Political and economic influences have great implications for today's leaders as they maneuver their way through ever-expanding mine fields. This unsteady climate is forcing smart leaders to re-think their operating plans.

This is a time for action not reaction; a time for decisive leaders to guide their companies to safety, while also preparing for the future. Unfortunately, many leaders are focused on short-term business survival. This is great for the current economy, but once the market picks up, it is crucial leaders be prepared to tackle a long-term perspective.

*Pat Heydlauff, President of Energy Design
Author of "Feng Shui: So easy a child can do it"*

From the Editor: Home-based entrepreneurs, even though they tend to run smaller businesses, still need to lead. People who do not work directly for you, but who support your business, will respond to your positive leadership. They may be looking for leadership, and don't even know it. Fill the void.