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As the Bigger & Better Journey Continues... Changing Your Quality of Life

“...sensible and meticulous planning is indeed a fundamental aspect of business and life.”

BY MELANIE CRAWFORD

“**B**e open to everything and attached to nothing.” This phrase likely sounds appalling to any reader who takes things literally or lives within a ‘black and white’ perspective. For me it has become a formula for success. Now that my daughter has arrived safely and I have had a few weeks to adjust to the “organized chaos” I believe



■ Melanie Crawford

now, more than ever, that sensible and meticulous planning is indeed a fundamental aspect of business and life. Unwavering attachment to those plans is where things can get sticky. It was through my early maternity leave and subsequent birth of my daughter that I was forced to delay some of our fall program plans and marketing campaigns at the Learning Centre. As it turns out, this change in our schedule has allowed for our staff to suddenly see a new market and embrace a new approach to providing our services. Most importantly, we’ve discovered a ‘Bigger & Better’ way to live out our mission statement. Effective planning begins by asking yourself, “What would I like to see happening in my business 5 years from now, 1 year from now or even tomorrow?”

In my workshops I usually warn people against speaking in “absolute terms”. In order to set ourselves up for success we need to have room for change and freedom to adapt to what’s going on around us. As of today, there are 94 more days remaining in 2009. I invite you to join me in asking yourself, “What would I like to see happen in my business before this year ends and another begins?” ■



Melanie Crawford & her husband Warren own and operate Bigger & Better Journey Learning Centre with over 25 years of combined experience in educating & empowering others.

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