



TIP OF THE WEEK

August 7, 2007

Jihuay, J-I-H-U-A-Y. Jihuay is a Chinese word, which means crisis. It's the only word that I know of in any language that is composed of two different thoughts, the two Chinese characters that make it up. One means "crisis" and one means "opportunity." Lots of businesses, lots of enterprises, lots of families we know have Jihuay moments, those crises that represent both danger and opportunity. The trick is to figure out how to respond, then act promptly, and to make the best of the situation. Many companies we work with are in that Jihuay moment, and by having a strategy, developing a plan, and then acting on it, they pull themselves out of crisis and make themselves into a better company.

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

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