



strongly, decisively and never admits they are wrong and never change their mind.

Some people say this soul searching tends toward wavering and changing direction. The opposite is true, if you wait and analyze there will be fewer changes in direction.

It was proposed many times that the laws passed by Congress should not come into effect until a year after they were voted in to ensure a year of meditation before the laws were finally put into effect. The idea was that a lot less mischief would be introduced by Congress with that waiting period. The same thing holds with strategic changes. If people are forced to think about them, there will be less mischief in making changes.

It is probably true in many industries. Making a decision, any decision quickly and decisively is what counts, but in our industry where nothing is black and white, the interactions between the market and the customer, the press, the experts, the academics and the influence of technology often comes out better or much worse than predicted. Decisiveness often leads to the wrong conclusions which can be devastating to an organization.

KHO:lp

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**MISTER BOFFO** by Joe Martin

