

## Profit Challenge...

According to *Inc.* Magazine, 59% of the *Inc* 500 CEOs surveyed said their industry had been growing slowly or not at all in the past five years.\* That means that 41% were experiencing growth including rapid growth, during the past five years. Ask yourself which group your company belongs to. What do the CEOs of those companies know or do differently that fuel that growth?

**The skill to seize opportunities in a continuously shifting economic environment is the single most important capability businesses will need for the next decade.**

Even if economic growth suddenly starts to accelerate, most agree that the level of uncertainty and the pace of change will increase too. Most likely, it will only continue to increase due to technological advances and continuous global communication.

According to Paul Shoemaker in his book "*Profiting from Uncertainty*" an uncertain economy is not the enemy. It's where the greatest opportunities are. However, most companies approach profit issues by focusing on what they know, ignoring at least 50% of potential opportunities.

Assuming the vision for your company includes profitable, sustainable growth, the question is *what needs to stay the same and what needs to change?* Admittedly, this is not an easy question to answer or implement. We can help you make those tough decisions. We know that CEOs are tired of spending money on consultants who don't produce real results. We are too! **So take the Profit Challenge.** To ensure a good fit between your company and The Adare Group:

- **Give us your company's biggest profit challenge or conundrum.**
- **Get a free diagnosis within 72 hours.**

We'll provide you with a diagnosis addressing your profit challenge, with no obligation to use our services in the future. Of course, everything is completely confidential. We'll also send you "*Profiting from Uncertainty*" by Paul Schoemaker just for submitting your profit challenge.

Would you spend a few minutes talking with us if you knew it could increase your bottom line by 10% or more? Take the first step to maximize your company's profits in 2003! Call or e-mail us today — you have nothing to lose and everything to profit.

Email Deborah House, CEO of The Adare Group at [DHouse@TheAdareGroup.com](mailto:DHouse@TheAdareGroup.com) or call her today at **630-399-7006**.