



IT PAYS TO HAVE GOOD STRATEGY!

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In virtually any setting in today's world, strategy is needed to keep things going as planned. The allocation of resources, the setting out of procedures, and the resolution of issues work well with the proper strategy in place. There may be times when the outcome seems to be far from what has been conceived, but the bottom line remains that it is the choice of strategy that greatly affects everything.

We all have plans and concepts in diverse aspects of our lives: the dreams we hold dear; the career paths we wish to take; the advancements we want to go through; the paths we wish our children to eventually take; our retirement plans. On TV, we see popular TV commercials that encourage us to see this or that financial institution, whether a bank, an insurance company, or a financial planning firm, as a way to obtain financial stability for the future. Relying on oftentimes speculative forecasts and risky ventures, such financial firms guarantee their offerings to be the best in the market, promising to enhance value and improve prospects for their clients. Seeing into the future is pure crystal-ball imagery, but happy are those who seek future financial stability through proven methodologies and systems.

We have seen how insurance providers have constantly folded up their businesses because of the economic crunch brought about by the 9/11 event. Admittedly, numerous businesses were severely or relatively affected by the catastrophic event, with the rebounds being felt up to the present, in one way or another. Sadly, no matter how far and how well we all try to strategize on the various aspects of our lives, there will always be glitches we can never foresee nor prepare adequately for. No matter how hard we prepare or how comprehensive the strategies we devise, failures lurk around every corner without announcing their presence.

However, if we have faith in ourselves, believe in our strategies and their effectiveness, and exhaust our efforts into working for a specific end, then who is to say that we will not eventually succeed? What counts after all is not the number of times we fall, but the number of times we get up and move on. As we go about our daily lives, let us remember the many that have gone before us who have succeeded in facing off the greatest adversities they have had, using strategies that really work. Let us never place all our eggs in one basket. Always have a Plan B or a back-up plan.

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QUESTIONS FOR DISCUSSION:

1. Have you ever had plans that went awry? Talk about how those events unfolded.
2. What lessons have you learned from such experiences?
3. Why is it important to have a good strategy in business/ in life?
4. How effective has your strategizing generally been?
5. How do you usually react to ineffective strategies in your personal life?