



## **Do What You Can**

There is a conflict of reasoning we all struggle with as we pursue our vision of our company, as we build our dreams into reality. The conflict is perhaps basic to human nature – the struggle between what we want and what we can have.

In business the temptation is difficult to resist as we attempt to move rapidly toward the success and wealth we envision. We are even encouraged to do so by consultants, investors, and friends who support us as we face down challenges and barriers every day.

Tudog also encourages entrepreneurs and seasoned business professionals to work toward the vision. It is essential to have that dream and work every day to get a little closer. And that's the key. Work every day to get a little closer.

Too often we try to achieve milestones we cannot yet achieve by trying to climb the whole mountain with one or two huge jumps. But the climb to success is usually one step at a time because each step really does need to be taken in order to get to the top. Trying to achieve things we are not yet able to reach leads us to failure and the wasting of precious time, energy and resources. Often it also leads us to shift our strategies, when all along the strategies were fine...and it was the goal that was off.

Do what you can – what you have the resources to achieve today. Make sure they position you for the next steps toward your vision. You'll succeed in what you are doing today, becoming energized and creating momentum that will lift you to the next level.