

## **History is Hindsight**

There is a saying that hindsight is 20/20, which is generally used to offset errors we make by pointing out that we know more after the mistake is understood than while we were making it. Fair enough.

The real question, however, is whether or not we could have prevented making the mistake in the first place. Einstein once said, “we cannot hope to overcome the problems we face today by thinking the same we did when we created them”. This quote has become a fundamental cornerstone in Tudog’s business approach.

There is another fundamental to our approach. The use of history as hindsight. If we can gain access to the 20/20 vision that is hindsight before we act, perhaps we can minimize the number of errors we make along the way to success. Errors are a necessary by-product of good business because it shows creativity in effort. Trial and error is going to mean some error. But if we utilize history, as we draw it from the company (and its past efforts), the industry, and general business experience, we can know what worked and what did not, what is genuinely innovative, and what is merely a new twist n an old effort.

In other words, you have hindsight right under your nose. It’s called corporate history. Use it and things might seem as clear as 20/20 vision.