



Think Like a Fox



- How many times have you heard the statement, "Smart like a Fox?"
- How many businesses do you observe with a fox in the logo?

There is a reason for this use of a fox. The simple reason is that a fox is one animal that thinks much differently than the rest of the animals in the wild. In business, isn't that what we look for in service and products? We want creative thinkers serving our needs; we want the best product and the fastest service/delivery as humanly possible.

Business-minded people know one way to earn your business time and time again is to do what you expect, want and need correctly and swiftly every time and with no excuses.

The fox is a perfect example for establishing your business with this logo. It demonstrates that your business is a business that will survive no matter what challenges are placed before them.

Traits of the Fox:

- They adapt to change.
- They are survivors!
- They run in closed packs – think community!

- They are creative thinkers.
- They can traverse in any terrain and survive. For example, a business can survive in a down turned economy.

CEOs, executive directors and business-minded individuals need to think more like the fox if they are to maneuver the economic challenges that are now before us.

Consider this statement: "We are all hunting for meat!" Each day you leave your loving home environment, set out in your "wagon" with much horse power, and you set out on a journey to earn your income for to "bring home the meat." How are we different than the hunters of many generations long past? We are not! You see, the landscape may have changed with more asphalt and concrete, but the daily hunt continues and will for eternity.

Day in and day out you are besieged with challenges you often envision will be the end of your career. Stop thinking in that mode, and begin the hunt once again and challenge yourself to think like the hunter who knows the terrain and will "bring home the meat!"

**You are a survivor because the fox survives and thrives
in the wild – be the fox!**