

October:

October is budget month. Most businesses, large and small, have drafted their calendar 2021 budget by now and are in the finalization stage. But this year's planning and strategizing segment likely has proved more challenging than in the past. For the near term, we have an uncertain political outcome. Next year we are faced with the ongoing aftermath of Covid-19.

The impact of this virus is impacting virtually every nation worldwide. No longer is this impact projected to be V shaped with its quick recovery to normal. But it is and will change our pattern of personal and business lives. Our resulting habits are now different.

As business executives, you are blessed with an opportunity to create some new offerings and to edit some lesser, unproductive programs as you prepare for next year. Don't just sit still, advance! Ride this opportune wave of change.