



**ADVANTAGE**

BUSINESS CONSULTING

*Expressway to Success!*

# January 2023 Newsletter



## KEYS TO SUCCESS IN 2023 & BUSINESS PRIVACY STRATEGIES!



### KEYS TO 2023 SUCCESS!

Welcome to **2023**! How many New Years Resolutions did you make for this year? We hope the list is long because New Years Resolutions are really “goals”. And, it is essential to review and revise goals each year, to keep everything fresh, challenging, exciting and profitable; however, you should do it more often!

Here are a few of the most commonly suggested “goals” & “tips”:



- ☐ Get Organized
  - ☐ Don't Procrastinate
  - ☐ Alleviate Limited Cash Flow
- ☐ Set Short Term & Long Term Goals
  - ☐ Prioritize Goals

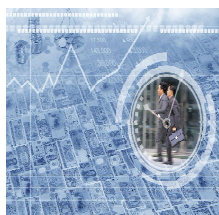
In order to succeed and turn these goals into reality, be passionate! Being passionate centers every action and every choice around a specific goal to the exclusion of other considerations.

*“Do not seek illumination unless you seek it as a man whose hair is on fire seeks a pond.”*

*Sri Ramakrishna*



Like physical fitness, personal finance is not rocket science. The specific knowledge is relatively simple -- the challenge is keeping up with a program. Thus, it is a motivational and time-consuming aspect that most successful business people elect to hire professionals to assist in this area. We advise businesses on how to leverage money and leverage time.



Many businesses wait until it's too late to seek credit assistance. Their equipment breaks down, their top employee leaves the company with half their clients, their largest account cancels their contract and a multitude of other potential shortfalls. Then, in desperation, they contact their bank and get refused for a small business loan.

What is your personal credit like right now? Don't leave your credit rating up to someone else! Be proactive now. We help you take the right steps to improve personal and business credit.

### The Inside Scoop on Business Privacy Policy!

Everybody knows privacy is important. Every company should have a privacy policy and everyone should read it and understand it. More and more companies are appointing chief privacy officers to ensure compliance with government regulations and company standards. However, privacy problems continue to plague large and small companies alike. Why? Because privacy policies are an overlooked element in the business world. Now that data is currency and network access ubiquitous, there's more to making privacy work than a “wink and a nod.” Privacy must go deeper into a company's culture, until it's part of how a company thinks and acts with its customers, partners and the public.

The many failures have shown what needs to be done. First, it's a strategy, not a policy. The worst thing a company can do is post a privacy policy that says they do certain things to protect privacy, then they don't do them. Sound advice... except these days, you must understand more than the letter of your policy. You must understand the depth of your needs.

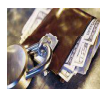


Advantage Business Consulting is dedicated to helping companies and organizations build sound business structures that achieve enterprises goals while gaining and keeping customers' trust. We believe it is important to achieve more than basic legal compliance in building these structures. Also, we know it gets complicated for organizations because a sustainable plan has to satisfy three goals:



- 1) Support the business strategy
- 2) Scale across all business units and operating groups
- 3) Be appropriate across the company's structure

Is it complicated? Yes! Corporate privacy requires proper structuring. It can be done and we can help you build the right strategy.



### INSPIRE OTHERS TO “PUT MONEY IN YOUR WALLET”

“Opportunity is missed by most people because it is dressed in overalls and looks like work.”

*Thomas A. Edison*

“People often say motivation doesn't last. Neither does bathing -- that's why we recommend it daily.”

*Zig Ziglar*

“When opportunity knocks, most people complain about the noise.”

*Oscar Wilde*

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