

## What is the key ingredient to overcoming business challenges?

“The key ingredient in my opinion to overcoming business challenges and creating a Best Place to Work is TRUST. Without trust, it is impossible to gain the confidence of the associates that work in the organization and the ‘customers’ served. Leaders today must engage the hearts and minds of associates to achieve the mission, vision and values of the organization. ... If associates know you truly care about them and if they can trust you, much of the battle for achievement of business success is won.”

*Robert C. Keen, Ph.D., FACHE, President/CEO,  
Hancock Regional Hospital*

“Although discounted by too many managers today, the key to overcoming business challenges is employee input. Employees are the experts working every day in the trenches. They see the problems, understand the processes and therefore are your greatest asset in identifying the best solution. However, the greatest advantage to employee input is the creation of ownership. An employee who takes ownership in a process is going to go the extra mile to make it successful, every time.”

*Carl Kasten, COO, Jackson Systems*

“At Borshoff, we overcome challenges the same way we work every day: by living our values. If we do what’s in the best interest of our clients, if we take care of our employees and if we do what’s right – we win. From respect and integrity to hard work, service and teamwork, our stated values may not be that different from many other companies’ values. But they are our foundation that keeps us strong.”

*Susan Matthews, APR, Managing Principal, Borshoff*

“One word – alignment. Business challenges manifest themselves in all shapes and can surface at any time. Like a pilot flying a plane, a business and its employees are constantly making course corrections en route to the final destination. A healthy, vibrant culture is crucial; intelligent, motivated employees are a must; and a concise company vision is essential. Combined, these components form the alignment necessary to stop seeing challenges as issues and start seeing them as opportunities.”

*Eric Smith, Director of Business Acquisitions,  
One Click Ventures*

“The key ingredient to overcoming business challenges is proactive communication. Proactive communication helps ensure goals and objectives are properly established and prioritized for all stakeholders within a given process. Whether you are trying to overcome issues, or discover new opportunities with your customers, properly setting expectations and proactively communicating will provide you with the results that are necessary for success.”

*Gary Vincent, Director of PMO,  
BlueSky Technology Partners*

“To overcome any business challenge, you need a clear understanding of your long-term strategic goals and the values that underlie them. Attacking a problem within this framework leads to solutions that are consistent with who you are as a business and where you want to be.”

*Kristin Keltner, Managing Shareholder,  
Ogletree Deakins*

“One of the most important ingredients to overcoming business challenges is perseverance – having the determination to stay with any challenge or problem regardless of hardship. Never, ever quit when you know you are doing the right thing. Persevering in what you believe while taking into account the opinions of others can be difficult, but keeping an open mind is important to success.”

*Thad Pirtle, Vice President and Equipment  
Division Manager, Traylor Bros., Inc.*