



Bridgeway to Success™

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**AT TIMES WE
MUST SACRIFICE
GAINS TO SUMMIT.**

Are You Committed to the Summit?

Sometimes the path is clear but unavoidably painful. After many hours of exhausting climbing, the summit comes into view. Yet to reach it requires first descending into a gully and losing hard-won elevation. There is no other way.

So it is in business. Despite the efforts that have helped us progress, we must at times sacrifice some of our gains to achieve the next summit... and the next one and the next.

Are you willing to sacrifice hard-won gains? To change your business model? To redefine your target markets? To replace a legacy system? Are you willing to dismantle what you took so much pride in creating for the chance of something better?

The summit has no room for ego. No place for sentimental attachments. See the reality of your current circumstance for what it is. Are you committed to the summit?

Michael Canic