



# Bridgeway to Success™

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**IN EVERY  
CHALLENGE LIES  
OPPORTUNITY.**

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## Adversity Reveals Character

Two explorers, Albert and Andrew, are slashing their way through the jungle. Suddenly, emerging through the foliage is a ferocious lion. “Oh no”, thinks Albert paralyzed with fear. “I’ll never outrun the lion.” “Yes”, thinks Andrew as he takes flight. “I know I can outrun AI.”

Adversity is all around us. Rising materials costs. Limited access to capital. Increasing economic uncertainty. How are you responding? Are you *overwhelmed with the challenge* like Albert or *acting on the opportunity* like Andrew?

Everyone is a star when times are good. Now is the real test. Are you truly ready to compete? Sure, you’re going to suffer. Just make sure your competitors suffer more. How can you exploit your strengths and their weaknesses? Do you have better access to suppliers? Is their weaker cash position causing them to sacrifice service? Have you cultivated trust and commitment so you can inspire your people to rise to the occasion? Can you leverage your superior reputation to give customers a greater sense of security?

*Challenge your leadership team: consider the current conditions and come up with the top 10 ways you can out-compete your competitors in the next 10 weeks.*

Prosperity masks character while adversity reveals it. Or, as the Chinese proverb goes: it takes an opposing wind for a kite to rise.

Michael Canic