



Bridgeway to Success™

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**HOW WILL YOU
DRIVE YOUR
BUSINESS TO
EVOLVE?**

In Praise of Audacity

Enough moping! Turn off the negative news, put away the Kleenex and get audacious!

Look at Google. Search firm, right? Not so quick. Last year they released Android, the first free, open-source, operating system for mobile phones. And they built what they believe will be the best-yet web browser – Chrome. Of course they still do search. In fact they created a search-analysis tool that pinpoints flu outbreaks even faster than can the Center for Disease Control. And they reached a deal with publishers that opens the door to make books searchable online. Did I mention they decided to strengthen their team by swapping people (and ideas) with consumer-products big-wig Proctor & Gamble?

Bold moves, all. But perhaps not so much when you consider Amazon CEO Jeff Bezos' observation, "What's dangerous is not to evolve."

What bold moves are you planning? How will you drive your business to evolve in the next 12 months? How audacious are you willing to be?

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