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the **EXECUTIVES PROFIT™**
Coaching leaders to a brighter future

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Remember
Johnny

Rutherford!

Years ago, when we were about to launch our road race line of products, we hired five times Indianapolis 500 Raceway champ Johnny Rutherford as our spokesperson.

Included in our engagement with Johnny was a visit with him and a number of our buyers to the Indy time trials a week before the big race. There was a lot of excitement that day as Johnny not only provided a tour for us through the famous gasoline alley area and the pit stop section but

RICK'S TIPS

- **Start your revenue and expenditure forecasts for 2009**
- **Be honest when doing them**
- **Be conservative**
- **Share them with your team**
- **All should know the goals**

also into the impeccably clean and organized garage. Here his car was mounted on a surgical-like table where technicians in spotless white uniforms worked on his prized vehicle.

On that Saturday, Johnny ran his first speed trial at over 200 miles per hour. We were thrilled by the sound and the speed as we cheered him on. On his second time trial run that same day the excitement grew until his engine blew up and he and his car crawled to a halt. We were devastated. We could not imagine how Johnny felt. He was out of the race. His car engine blew up.

That evening, we didn't think Johnny would make the previously scheduled dinner we had planned in his honor.

When he did arrive at dinner, Johnny gathered us all around and explained what had happened and his plan to move forward. He was going to borrow a friend's car for the Sunday speed trial runs. His friend's car was not as fast as his that had blown up, but all Johnny had to do was qualify as one of the top 33 speed racers to make it to the Indy 500 finals the following week. He just had to stay in the race. Johnny explained that once he got to the finals, anyone had a chance to win. Engines could blow, cars could crash, run out of gas or have mechanical problems.

Johnny's message of "staying in the race" has stuck with

QUOTE OF THE MONTH

*It does
not matter
if you win
or loose...
until you
loose.*

About EP

The Executives Profit, based in the Chicagoland area, provides individual coaching and consulting for executives on a variety of business issues. We understand that leadership does not occur through systems alone. We believe it is as essential to develop skills to foster a learning attitude, results-driven behavior, flexibility and an open mind to improve on a continual basis. In addition, we understand that business basics - the fundamentals of blocking and tackling - must be solidly in place and in top working order. At The Executives Profit, we take into consideration all aspects of running a successful business. We aid in designing a strategy to improve across a variety of disciplines - that are both measurable and sustainable, such as:

- We help companies grow to the next level.
- Help companies stop the loss of profitability.
- Aid in the building of infrastructure.
- Add process to the organization.
- Take a wholistic approach to the business.
- Work with Owners, Founders, CEOs, Entrepreneuers to build a sustainable, profitable, growing business.

Contact us for a free consultation!

me over the years. We are going through tough times now. We can all use the same advice that Johnny provided to me that evening. Do whatever you have to do, but stay in the race.

I hope you a have Healthy, Happy and Prosperous New Year.

Rick

Note: Steve Hamburg, President of Eclipsecurity, a friend and client had heard the Rutherford saga before. Steve was recently at a trade show in Indianapolis and by pure coincidence met Johnny Rutherford at the show. After chatting with Johnny for a while Steve asked for his autograph and Steve gave it to me. (Thanks again, Steve.) And Johnny is still in the race.

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