



ODA/Management Review

Timeless Principles

A Note From Joel

April 2020

As we come through this gut wrenching time, it is important to focus on the role of the Business Owner in our society. Here is our set of principles for the more than fifty years of working with owners at Kraft Associates / ODA, Inc.

We believe: The most important asset of an organization is the human asset and the development of that asset is both a moral obligation and financial gain on the part of the ownership.

Our mission is to serve entrepreneurs in the achievement of their personal goals through their organization.

The entrepreneur is the force in our society that maintains a culture which will assist people in achieving their individual personal goals through their jobs. The mission is carried out in an atmosphere of honesty, trust and love for each other.

Until next time, Good Managing!

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