



## ODA/Management Review

### **Tradition**

### **A NOTE FROM JOEL** **DECEMBER 2020**

In my last newsletter I mentioned the hustle and bustle of a City Market. As I thought about that scene, I realized that such an environment would only sustain itself under special conditions. I mentioned one of them: "Traditional Merchandising."

Let's take a look at that phrase.

You might not see your business in those words. Perhaps you refer to it as company culture. Or your organization has developed good systems and habits.

In any case, an organization must have a positive driving force to succeed and win on today's marketplace. This is a good time to take stock on how your leaders and your team feel about this. If they take it for granted you may find some slippage. In the City Market the affect of that is instantaneous, the shoppers simple walk to the next market stall.

You can build structure to rally around the best company behavior.

Next time we will discuss how to do this.

A Blessed Holiday Season to you and yours.

*Joel*

SEASON'S GREETINGS



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