

Chapter Nine: Early Teens

*“Become friends with your customers and suppliers .
Cooperation will beat out competition every time.”*



Graduation from junior high school and entering into high school signals a major step toward maturity for a young person and powerful new challenges for a parent. A child's achievements abruptly lose their significance in the face of broader competition. Supportive teachers are replaced with sometimes arbitrary demanding authority figures. It's also a time when the best-friends-forever relationships of childhood have a tendency to end, fading gently or exploding in "I'm never going to talk to you again!" This same major step is necessary for a business, when past relationships become tenuous and future growth requires new partners and strategies.

What is on your list right now to contribute to the future growth of your business?

REMEMBER: Business owners wear many hats. One of your responsibilities is looking to the future and developing plans that will continue to propel your business forward as time goes on. This way of thinking, constantly expanding your vision, will keep you ahead of your competition.

Chapter Nine Challenge: Thinking Ahead.



No matter where I travel in the world, every time I see the UGG logo on the back of someone's boots on the street, my heart does a little skip and dance. I feel so proud to have started something that has given that luxurious touch to millions of feet. The livelihood that UGG has brought to the many hundreds of faithful retailers who have become my friends and the relationships I enjoyed with such a diverse array of manufacturers, tanneries, sales reps, and staff is, looking back, the true fulfillment of an entrepreneur's dream.

If I had given up on my vision and never focused on the future... none of this would be true. None of this would even exist.

Your Challenge I want you to really think about how you are expanding your vision and preparing for the future of your business. I want you to think about how this is keeping you ahead of your competition. Now that the wheels are turning, I want you to come up with one thing you can do this week that will help you to stay one step ahead of your competition.

Write that here:

Now, I want you to break that into three reasonable steps so it is easier for you to achieve and list those here:

- 1.
- 2.
- 3.

Don't Forget It's time to add your challenge to your calendar so you are more likely to follow through with each step. At the end of the week, once you've completed your three steps, come back here and write a few statements detailing your progress and success.

**“Vision is the art
of seeing what is
invisible to others.”**

-Johnathan Swift