

Managing for Growth

Ensuring that you can clearly communicate your company's vision enables you to maintain employee engagement and focus during times of external distraction. Some guiding principles to help are:

- **Paint a Picture** using metaphors and examples to make your message more vivid and memorable.
- **Keep it Simple** and convey your message using clear, everyday terms.
- **Repeat, Repeat, Repeat** in all forums, large and small, so there are many chances to absorb the message properly.
- **Confront Uncertainty** and be honest about any glitches that may occur on the path to ultimately reaching the vision.

YOUR GOALS ARE OUR PRIORITY

Hogg, Shain & Scheck understands the needs of the entrepreneur in the areas of accounting, tax and management advisory services.

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