



Pivoting

In business, we must always have a strategy. We must know where we want to go, what steps it will take to get us there, and have the ability to create SMART goals from this information. Yet, anyone who has been in business for a month knows once you open, your plans change. This is called pivoting. You must know your goals and direction so well that when obstacles or opportunities present themselves you can navigate them in a such a way you are continuing to successfully meet your goals. Pivot.

Think of a basketball game. When a player has the ball they must always be dribbling the ball. If they are stopped by the opposing team, they can pivot on one foot to find the best opportunity to pass the ball. In business, the concept is the same.