



Business Round Table

Ten Survival Lessons

- 1) Never run out of cash.
- 2) The only thing worth cash is more cash.
- 3) Don't spend time trying to raise cash; spend it trying to find new business.
- 4) Be prepared to provide collateral to the bank but not more than necessary...
Negotiate.
- 5) Find a banker who believes in people, not just the numbers and keep him/her informed.
- 6) Learn to say No!
- 7) When things are really tough, go on the offensive - don't hide.
- 8) Assume things are worse than they look, because they probably are.
- 9) Get people involved in your company who can give it some credibility when needed.
- 10) Believe in yourself and don't forget to stop and smell the roses once in a while.