

[TROUBLE VIEWING?](#) Click Here to view the Promo card on the web

[SIGN-UP NOW!](#) Click to become a Member for Free!



**VOICEAMERICA** BUSINESS



**The Business Edge**  
Archives Available  
**July 29th 2016: Preparing for What's Next:  
Leveraging Your Company's Life Cycle**

#### Tune in

Archives Available on  
VoiceAmerica Business  
Channel

[EPISODE ON DEMAND](#)

[VIEW HOST PAGE](#)

What are you focusing on now? After a successful launch, entrepreneurs have a choice. They can sit back and continue to do what they have done so far or they can recognize the need to prepare for what comes next. Too often entrepreneurs make the wrong choice to stay the course using the logic "why mess with success." However there is good reason to refocus based on changing realities. Mark Twain's comment that even if you are on the right track you will get run over if you just sit there. And we know that 50% of new businesses fail. To ensure sustained success, leaders must adopt a strat

[Read more](#)



#### Featured Guest



##### Mary Lippitt

DR. MARY LIPPITT is an award-winning author and speaker, business consultant, and the founder of Enterprise Management Ltd., an international consulting and training organization.

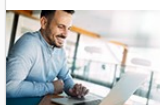
[Read more](#)

#### Share This Episode



#### Connect with VoiceAmerica

Download our mobile apps



Read what our hosts are writing about.

**VOICEAMERICA** BLOG