



**“365 new days.
365 new chances!”**

**What can you do for your company in
2021 that will make a real difference?**



Invest in your associates to help your company thrive

You can invest in your associates is to give them an opportunity to participate in the business. For example, I instituted a program that gave everyone the opportunity to participate in the profitability of the company.

Learn what kind of program I set up and the results:
<https://damarshall.consulting/2020/10/21/invest-in-your-associates-to-help-your-company-thrive/>

Employees and New Technology

By involving your associates in things like major technology changes and equipment upgrades or purchases, you're sending the message to your associates, "This is important to the company.

Your input on this makes you important."

<https://damarshall.consulting/2020/10/07/win-trust-of-your-associates-if-you-want-to-make-technology-changes>



Hiring Better Leaders

"I wanted my leaders to have the strength of character to be able to debate any issue. I had a reputation for giving a funky interview and I would purposely challenge a candidate to see if they would debate with me or challenge me on a particular topic. I was always more interested in people who would challenge and debate with me than those who were going through their List of 20 Responses for the Effective Interview."

<https://damarshall.consulting/2018/10/24/top-skills-i-looked-for-in-my-new-hires-how-important-is-an-executive-resume/>