

# Lessons Learned Experience Applied

Bob Mortensen

The background is a solid blue color with a subtle gradient. A thin, light blue curved line starts from the top left and arcs towards the right. On the right side, there is a black triangle pointing towards the top right corner, partially overlapping the blue background.

Why Walk When You Can Run!

# Company Personality

- We Tend to Hire People Like Us
- You May Be Looking in the Mirror
- The Company Takes On Your Personality
- Hands On
- Communicate
- Walk the Floor

*If we hire people who are less than we are, the company will dwindle. If we hire people who are larger than we are, the company will prosper.*

David Ogilvy

# Set Your Company Apart

1. Be Less Than
2. Be Different Than
3. Be Better Than
  - Good Product
  - Fair Price
  - Great Customer Service

The image features a solid blue background with a subtle gradient. A thin, light blue curved line starts from the top left and arcs towards the right. On the right side, there is a wedge-shaped area that is lighter blue, tapering towards the top right corner. The word "Vision" is centered in the middle of the image in a bold, yellow, sans-serif font.

**Vision**

# Don't Dream Too Small

- Know Your Market
- Know Your Market Area
- Know Your Competition
- Recognize What It Is and What It Can Be
- Use Vision and Apply It
- Be Anal About Financials



Hold the Reins Firmly

# A New Venture

- Apply Same Basic Concepts
  - Good Product
  - Fair Price
  - Great Customer Service
- Middle Management
- Run Away Growth...
- Know Your Limitations
- Customer Service
- The More You Get, The More You Get



So....  
You Want To Be  
An Entrepreneur

# Starting a Business

- First, a Life Decision
- Have a Plan (a living document)
- Follow the Plan
- Always Respond, Never React
- Change is healthy
- Always Remain Humble

Many Manage Effectively  
During Prosperous Times;  
Few Manage Successfully,  
The Balance

RC Mortensen

Thank you

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