

WAYPOINTS- NAVIGATIONAL AIDS FOR BROAD REACH RETAIL PARTNERS

 **AWARENESS** – be aware, both internally and externally

-  Be curious, notice what is around you, listen

 **URGENT** – Do it now!

-  Time is our most precious Resource

 **IMPROVE** – strive to get better at everything you do

-  Process
-  Relationships
-  Time Management

 **YES** – BRRP is a YES Culture – Status Go!

-  “We can do that!”
-  Think Big

 **IGNORE THE NOISE** – ignore the naysayers, things that can go wrong

 **DO THE RIGHT THING** – base all decisions on what is right

-  For our Properties
-  For our Partners
-  For our People

 **MAKE DECISIONS** – don't fear failure. There are three outcomes when making a decision

-  You make the right one – Awesome!
-  You don't make the right one – learning experience
-  You make no decisions – you have not made the right one, and you haven't learned anything

 **BELIEVE** – only significant things happen when you believe

-  In yourself
-  In your work
-  In the impact you have

 **FIGURE IT OUT AS WE GO**

-  We don't always need the answers before we take on the next opportunity
-  Growth

 **KEEP IT SIMPLE** – if it is too complicated, it usually won't work

-  Simplify both problems and solutions
-  Easy to over-complicate
-  Paralysis through analysis