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6 BUSINESS LESSONS LEARNED FROM WORKING WITH WORLD-LEADING BRANDS

Tactical, actionable ways businesses can create smarter, safer, socially responsible organizations that increase efficiency, productivity, and profits.

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It's rather shocking to know that fully 96 percent of businesses fail within 10 years of existence, but what's even more distressing is that many of these failures are entirely avoidable. Even once-mighty corporate America behemoths are not immune to preventable peril, as exemplified by a glut of high-profile implosions, with untold others currently struggling to adapt and stay agile within the digital age—an era where business dynamics on multiple fronts are a fluid, ever-elusive target.

While many business and franchise owners embrace information technology such as cloud computing, e-commerce, cybersecurity, and emerging robotics, many also make the erroneous assumption that innovations capable of boosting safety and digital defenses, operational efficiency, and bottom line-impacts related thereto are financially out of reach. Indeed, often discounted or overlooked is the opportunity to

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