

**This year thousands of men  
will die from stubbornness.**

Learn the preventive medical tests you need. [ahrq.gov](http://ahrq.gov)



I saw this road sign twice in one weekend. So, I thought I would take the hint. At 60 MPH, I couldn't read the fine print. I wasn't quite sure who the ad was for. Nevertheless, I got the message.

I didn't want to die of stubbornness. So I had to think, "What was I being stubborn about?" (Is this a multiple choice question?) Well, I picked one and I went to the doctor. Not a bad start. In fact, the road sign is a campaign initiated by the the US government to bring awareness not only to the issue of prostate but to all aspects of male health. Not a bad guess on my part.

Then I wondered, about business. How many businesses would die of stubbornness? How many businesses are stuck in their ways? Stuck in their old ways. No new ideas, no innovation? No progress! Can failure or death be far?

Albert Einstein quoted, "you can't solve a problem with the same mind that created it." Einstein also said, "Insanity: doing the same thing over and over again and expecting different results."

But, you don't have to be a genius to be successful in business. You just have to look over the fence or outside your box; send out a search party or call for help.

Will your business die of stubbornness? How do you avoid it?