

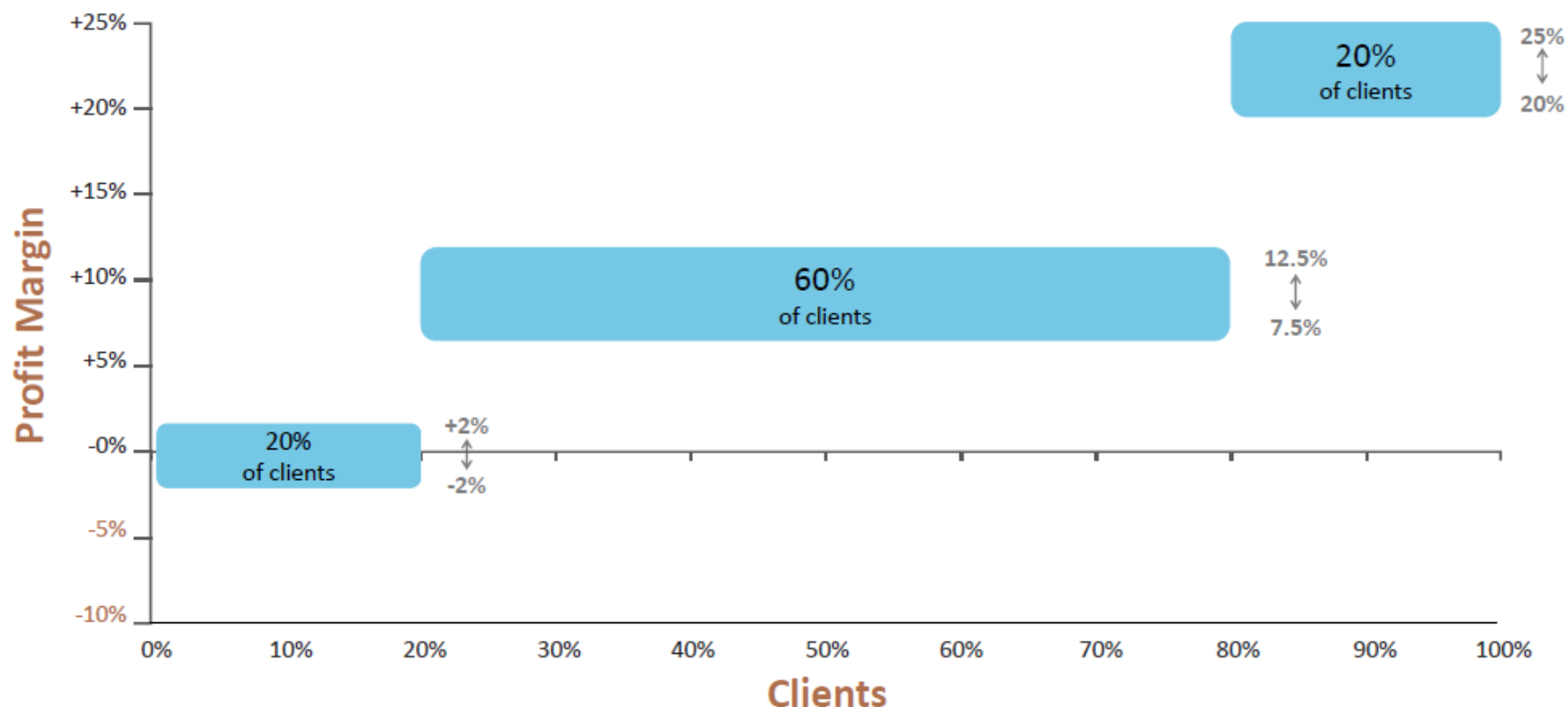
UNCOMFORTABLE TRUTHS

Somebody needs to tell people
what they don't want to hear,
AND IT MIGHT AS WELL BE ME.

L. Edward Wilson, P.E., F.GBA

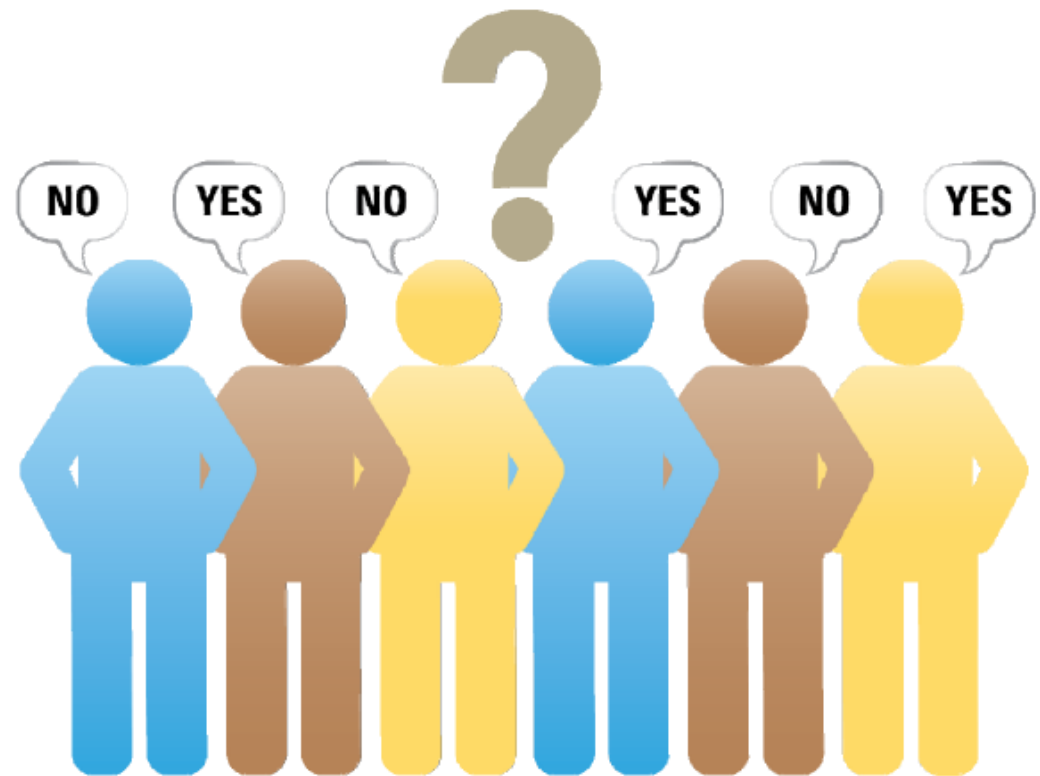
CLIENT RATIONALIZATION

(Yes, there are bad clients)



THE EVIL OF COMMITTEE MANAGEMENT AND THE ENDLESS SEARCH FOR CONSENSUS

JUST DO IT!



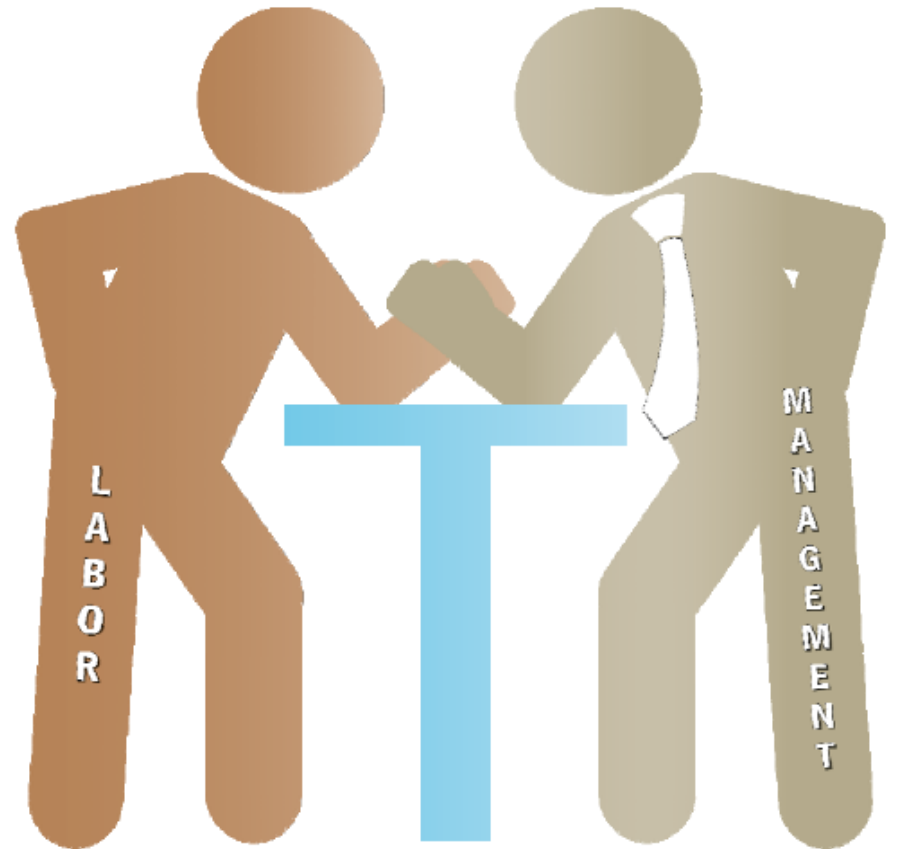
**UNDERSTAND THE
RISK/REWARD
PROPOSITION FOR
CLIENT/PROJECT
PURSUITS**

**If it doesn't move the needle,
DON'T DO IT**



MANAGE THE LABOR

**Don't let the
labor manage the
management**



THE IMPORTANCE OF UNDERSTANDING BACKLOG

**If you don't know
what you have,
you can't figure out
what to do with it**



UNDERSTAND WHERE YOUR WORKING CAPITAL RESIDES

Who's got
my money?



DRUCKER'S 4TH DEADLY BUSINESS SIN

Forget the rear view mirror;
you don't need to back up



MOVE UP THE FOOD CHAIN

Get closer
to the money



THE CULTURE EXCUSE

Is it a culture
or a CULT?



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