



## Our Guest this week:

*“Understand the key decisions that could make or break the business. Mistakes are ok, just not on the keys”*

**William McCrae**  
Physicians Hearing Network



### MINDSET

- Emphasize the importance of continuous learning and implementation of learnings in both life and business.
- Adopt a mindset that sees challenges as opportunities for learning and growth.
- Be active and engaged in seeking information, building teams, and leveraging resources.
- As a leader, coach and teach your team to be better and share relevant information to make the organization better.



### ACTIONS

- Practice intentional life design by identifying goals, ideal activities, and necessary resources.
- Plan your week ahead to prioritize and execute tasks effectively.
- Network with trade associations to gain industry insights and guidance and consider serving in leadership roles to give back.
- Timing is critical, understand the stage of development of your industry and plan accordingly.