

J Leif Jensen and Associates



The holidays are here and we want to remind you to stay safe, and healthy. Most importantly be kind to others and to yourself. Reflect on a year like no other and find the good in your life and your business. Happy Thanksgiving from all of us at Leif Jensen & Associates.

Business Modeling

Michael Lewis, in his book "The New, New Thing" offers us possibly the best distilled definition of a business model:



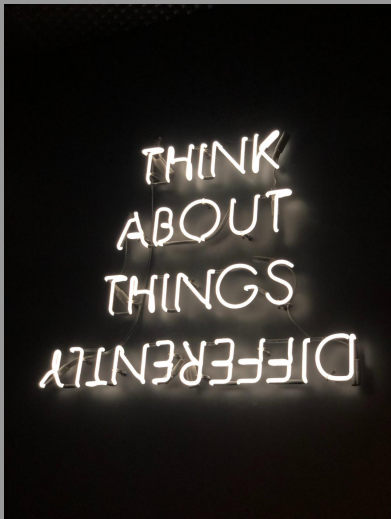
"All it really meant was how you planned to make money" That is the ultimate purpose of all ...

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Managing Cash

Cash the life blood of every organization. So what is the current state of your receivables? I personally always liked how Jean Sheppard put it "In God we trust, all others pay cash"....

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Due Diligence

I was at a several day seminar a few weeks ago and at several times throughout the seminar touched on the topics of due diligence. That got me thinking about my clients and their responsibilities for their due diligence...

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Idiom of the Month Flog (or beat) a dead horse

Meaning: To attempt to convince somebody to do something although there is little chance of success

Origin: As he tried to prompt his uninterested peers in Parliament to pass a piece of legislation, 1860's British politician, John Bright, likened his task to "flogging a dead horse" in order to prompt it to pull a load.

Idiom

OF THE MONTH



CONNECT WITH US!

Leif Jensen and Associates, Ltd.

1881 Commerce Drive Suite 105

Elk Grove Village, IL 60007

leifjensenassoc.com

847.690.9454