

# Opinions & Papers

## FIT MATTERS

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It's important to find a strategic development firm that will get you a smart answer to a business problem, but we don't think that's enough. We think it's also about having a set of beliefs that our clients share. Outside partners are like clothes: fit matters. You can't have a great partnership if the partners believe in fundamentally different things.

### AT HOTSPRING WE HOLD THESE TRUTHS:

**Great strategy is about focus and sacrifice.** Strategic growth requires choices, and choices require trade-offs. It can feel uncomfortable to sacrifice a target group, a product line, or long-held ideas. We make sure you understand the sacrifices that will drive growth. In retrospect, your decisions won't seem like sacrifices at all.

**Corporate culture and personality aren't tangential to success—they're predictive of SUCCESS.** Brands and businesses don't manage themselves; they reflect companies' cultures and the energies of the people who shape them. When we collaborate, we ask senior personnel to really commit to the project so that each person's passion makes a difference and the project's outcome feels right for your company.

**Success relies on what happens after a project is "over."** Our job is to give you the insight, focus, and plans that make it comfortable and exciting to follow through on a project long after we've left your building.