

New Year's ReSOLUTIONs 2024

WELCOME TO 2024!

The year of UNCERTAINTY! Don't you love it? Coming to work every day and you have no idea what is going to happen with the economy, customers, technology or competition.


Success in this next year is going to mean shifting how you feel about uncertainty, learning to control the changes coming, and having a strategy you have so much confidence in that you can guarantee 2024 will be your best year on record.

We've got *you* covered!



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As you might expect, 2024 promises to be another interesting year. Yet even with the rise in uncertainty and the increase in obstacles, there is every reason to believe that 2024 can be your best year on record. But a new year, and a new set of challenges calls for a new approach.

Read on for the top list of challenges you'll face in 2024, and the innovative solutions you need to turn uncertainty into your greatest competitive advantage.

Sign Up Now!

Mark your calendar now, to join us
February 9th at Noon EST

for our
New Year's ReSOLUTIONs Special Masterclass
([click here to register.](#))

In this session, we'll dive deep into how to implement each of these solutions, answer all of your questions and you'll leave with a powerful plan of action for **2024**.



Top Challenges For 2024

1

Election Year – Face it, no one knows exactly what 2023 will hold from an economic standpoint. But experts are telling you to brace for rising inflation and a global slowdown.

2

Interest Rates & Credit Tightening – This past year, 2023, saw a spike in interest rates in the US and around the globe, and a record number of bank failures. While rising interest rates can always be challenging, rates that rise this fast have a far bigger impact. Look for 2024 to be the year of tighter lending standards, less available cash flow and rising commercial loan defaults.

3

Inflation & Economic Confusion – The economic landscape for 2024 remains uncertain, and there is a lack of precise knowledge about what to expect.

4

Geopolitical Tensions – War in Ukraine, War in the Middle East and tensions growing between China and Taiwan all have CEOs nervous about what 2024 will bring. Whatever your industry, you are part of a global marketplace and geopolitical tensions could impact global trade, demand and of course energy prices.



5

Talent Gap – An uncertain marketplace, record number of retirees, new opportunities, and lack of investment in training and development have left a huge talent gap. There is a lack of leaders ready to move into influential roles, and even more leaders that feel they lack the leadership to lead in uncertainty.

6

Artificial Intelligence – Regulation, usage, and impact on the labor market – rest assured we are just getting started with the impact AI will have on business. One of the most important is the impact as a search engine, and determining what information we receive and what information we do not.

7

Managing Change – As the pace of change picks up, team members and customers will suffer from overwhelm, exhaustion, and lack of focus. There is a real epidemic of anxiety that is not slowing down.



Yes, **2024** is setting up to become an interesting and **challenging year**, and your success comes down to your ability to embrace uncertainty, **drive change**, and **strategically** use uncertainty to your **competitive advantage**.

9 New Year's ReSOLUTIONs to THRIVE

Turn Uncertainty to Your Greatest Competitive Advantage

1

What You Focus on Expands – Always remember success is NOT logical. It does not belong to the company, leader or individual with the most resources or support, it belongs to the leader with a relentless vision.

2

Embrace The Suck – Inflation and global economic uncertainty are not anything a leader gets excited about. But ignoring what's coming or choosing not to participate will not make it go away, so instead embrace it. Accept the marketplace is shifting and put your time and energy into how to creatively use the shifts in the marketplace to adjust your strategy to do business differently and capitalize on the challenge instead of fearing it.

3

Build Partnerships – A rapidly changing marketplace will mean you need to move at warp speed – solving problems faster than you have ever done. This is the time to focus less on competition and more on collaboration. Find ways to learn from, work with, and partner with others to seize opportunities.

4

Values Driven – One of the toughest challenges you will face in 2024 is making a timely decision. It's tough to know what to do when you have no idea what the future holds. Now more than ever it is critical you define your core values and use them as a litmus test for every decision you make.

5

Solve The Right Problem – With a new year, comes a new set of challenges and opportunity for your customers. While you may be selling the same products and services you sold in 2023, the problems you are solving are different. Growth happens in a challenging economy for companies that understand and solve their client most urgent needs.

6

Expand Your Network – There is no problem you face in 2024 that someone cannot help you solve. Even in a high-tech world, your best shot at success lies in the depth and strength of your network.

7

Strengthen Your Team – There is so little, so little you can control in today's marketplace but the one thing you can is the quality of the people you surround yourself with and your depth of leadership.

8

Turn Busy To Productive – Uncertainty creates a marketplace where margins thin and time becomes scarce. You need to be clear and then focus on the strategies that grow your business, and understand those that are no longer moving you forward.

9

Be Consistent – Uncertainty is not something that is going to go away. In fact, uncertainty will most likely increase as we move through 2024. You need to define your strategy, commit to it, and consistently work your process.

FREE Masterclass

February 13th, Noon EST

Turn Uncertainty to Your Competitive Advantage

Left unaddressed, uncertainty will produce one emotion in your company – FEAR. That one emotion will shut down innovation, decrease engagement, and reduce your bottom-line results. You need a plan, you need a strategy, and luckily, we have one for you, based on 250 years of research and success.

Join us for our New Year's ReSOLUTIONs Masterclass, February 13th, Noon EST.
Where we will:

- Deep dive into each strategy
- Answer all of your questions
- And share our strategy for turning uncertainty to your competitive advantage

[Click here to register](#)

What's New For 2024?

We are in full growth mode
here at **MotionFirst**

New Appointments

High Point University – I am very excited to announce that I have been named the [Business Growth and Leadership Expert in Residence](#) at High Point University.

Chair of the National Speakers Association – And January 1, 2024, I officially become the Chair of the [National Speakers Association](#)

New Testimonial Video – New highlight reel of testimonials from meeting planners and clients [check it out](#)

New Programs

The THRIVE System – I have turned my award-winning book THRIVE into a [full-blown system](#) to help leaders, sales professionals and organizations turn uncertainty to competitive advantage.

Award Winning Book – Celebrating that our best-selling book (*THRIVE: Turning Uncertainty To Competitive Advantage*) *continues to win awards and accolades.*

New Online Courses – Our newest LinkedIn Learning Course, Strategic Selling: How to Communicate and Sell To The C-Suite and Decision Makers has had record sales in 2023, [Check it Out](#) and we are launching two new courses in 2024 on the LinkedIn Learning Channel – details to come.

New Masterminds

The Millionaire Next Door – This year we are teaming with Sales Legend and Technology Expert [Sam Richter](#) for a powerful program designed to help financial advisors easily and effectively grow their client base and their sphere of influence. <https://millionsnextdoor.com/>

Sales Logic Mastermind – Mark Hunter and I have turned our popular podcast Sales Logic into a full-blown Mastermind designed to help sales professionals and entrepreneurs to increase sales and drive bottom line results. <https://www.saleslogicpodcast.com/sales-logic-mastermind/>

It's Time To Make **2024** Your Best Year on Record
Let's Do This!

Meridith
