

3. **Respect** – every interaction, every person, in every circumstance. And you get what you give, right? Right!
4. **Run the race** – but be gracious in victory and in defeat. This is a hard lesson to learn because, believe me, there are more losses than wins in the first 150 days. But in the instances where we've won... we actually haven't won yet, a door has just been opened, it's how we walk through that matters.
5. **Cash flow, cash flow, cash flow** – it's about closing the financial discussion quickly, honestly, showing value, billing early, getting your revenue in on time and paying suppliers' invoices before you pay yourself. I'm amazed at how much 'head space' cash flow occupies.
6. **Be real** – I've learned to stop saying 'I'm busy'. Everyone is busy. Thinking you're too busy inhibits your ability to take on new challenges. My reality is that I chose this path because I love what I do. It's all about attitude.

Bearing these points in mind has helped us grow ByDesign Communications beyond my expectations, in just 150 days. So bring on a 1000 days, we're ready.

ABOUT KEVIN WELMAN

Kevin is a co-founder and director of ByDesign Communications, with over twenty years' experience in corporate communication strategy, media strategy, social media strategy and crisis counselling...

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