OWL BELIEVES TWO THINGS ABOUT SMALL BUSINESS MONEY:
> It should be stable and secure.
> There should be more of it.

Need an extra life raft? We can help. Call us today.

APRIL 2014

The origin of this idiomatic slice of Americana is disputed. It's alternately attributed to John F. Kennedy's father and legendary Notre Dame football coach Knute Rockne. Either way, it can be assumed that the message was intended as no-excuses, kick-in-the-shorts motivation:

Work harder.
Don't complain.
Put on your big kid pants and get it done.

When it's used in the business, the underlying theme of the message is one of loyalty.

Don't bail just because things aren't always sunshine and rainbows.
Don't leave the company high and dry when it needs support the most.

With due respect to Kennedy and/or Rockne, we have an alternative message for the business world:

When the going gets tough, the tough get going.

The Adrien Brody Rule states:
You can't make decisions based on initial assumptions or the amount of resources extended, but solely on what best meets the needs of the situation.

The origin of this idiomatic slice of Americana is disputed. It's alternately attributed to John F. Kennedy's father and legendary Notre Dame football coach Knute Rockne. Either way, it can be assumed that the message was intended as no-excuses, kick-in-the-shorts motivation:

Work harder.
Don't complain.
Put on your big kid pants and get it done.

When it's used in the business, the underlying theme of the message is one of loyalty.

Don't bail just because things aren't always sunshine and rainbows.
Don't leave the company high and dry when it needs support the most.

With due respect to Kennedy and/or Rockne, we have an alternative message for the business world:

When the going gets tough, the tough get going.

The Adrien Brody Rule states:
You can't make decisions based on initial assumptions or the amount of resources extended, but solely on what best meets the needs of the situation.

The origin of this idiomatic slice of Americana is disputed. It's alternately attributed to John F. Kennedy's father and legendary Notre Dame football coach Knute Rockne. Either way, it can be assumed that the message was intended as no-excuses, kick-in-the-shorts motivation:

Work harder.
Don't complain.
Put on your big kid pants and get it done.

When it's used in the business, the underlying theme of the message is one of loyalty.

Don't bail just because things aren't always sunshine and rainbows.
Don't leave the company high and dry when it needs support the most.

With due respect to Kennedy and/or Rockne, we have an alternative message for the business world:

When the going gets tough, the tough get going.

The Adrien Brody Rule states:
You can't make decisions based on initial assumptions or the amount of resources extended, but solely on what best meets the needs of the situation.