

“Being Prepared”

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“**Being Prepared**” is the greatest insurance policy of all. Imagine being so well prepared that nothing of serious negative consequence surprises you, nor are you seriously injured by same.

“Be Prepared” is drummed into the Boy Scouts, the members of our armed forces, our college graduates upon commencement, our law enforcement personnel, our fire fighters, our anti-terrorist security folks, our clergy, our athletes at all levels and the members of every profession that comes to mind.

“**Being Prepared**” means we must “Hope for the best but prepare for the worst” in every important life situation.

In Business

All business enterprises need a Business Plan. It sets forth an Overview of the company; the firm’s Mission Statement; a description of the Industry in which it operates; a description of the entity’s Product or Service; its Management; its Competition; the Capital Requirements & How Funded; several years’ Financial Projections; and the firm’s Exit Strategy. Having conducted the research needed to compile the Business Plan, the firm’s officers will have thought through the many issues to be faced and devised a strategy for dealing effectively with each of them. In this manner, a business is “**Being Prepared**”.

In Raising a Family

Just as in business, smart forward thinking married couples devise a plan for their family...a Family Plan. All the same issues dealt with in formulating a business plan must be addressed when creating a Family Plan. Thus, those responsible for the successful conduct of family affairs are “**Being Prepared**”.

The same “**Being Prepared**” process applies to every situation with very little variation. The ‘What / Where / Why / When / How Questions’ must be addressed and handled to the satisfaction of the planner(s). Think about this. The process is virtually the same for brain surgeons and day laborers alike.