



## ***The Dog Days of Summer***

As the heat rises and the days stretch long, we find ourselves in the thick of the "dog days of summer." For as long as this phrase has been used, I truly never knew what it meant. I just assumed it meant that the July and August months were long, hot, and lazy.

It was not until now (thanks Google) that I understood where the phrase came from. This phrase, rooted in ancient astrological lore, refers to the period when Sirius, the Dog Star, rises alongside the sun. Historically, these days were associated with heat, lethargy, and misfortune. However, for the savvy businessperson, the dog days of summer offer an excellent opportunity to heat up your business strategy and leave a lasting positive impact on your customers.

For parts of Florida where the snowbirds flock back to their northern nests, the summer months can move much slower. The traffic lightens up, you can get a table at a restaurant without waiting, and you sit around watching for the next storm to be named in the tropics. Well, the same kind of thing happens in business. Our business seems to lighten up, slow down, and is much easier to manage. Not all the time, but for the most part.

Because it's slower, it's really a great time to reset, reenergize, and refocus on the remainder of the year. It is like halftime of a football game. We played the first two quarters of the game, now it is time to reflect on what we did well, and where we need to improve, like football. It is a time to incorporate recent changes, new schemes, and new plays to finish out the year on a positive note.

There are two things that can happen during halftime. We can take the time to rest, and then hope we are ready for the remainder of the game, or we can plan, prioritize, and set new strategies for the 3rd and 4th quarter of the game. Too many times, we select to lay back and rest. In some cases, that's not all bad. We all need to rest and rejuvenate. Taking time to refuel and get our bodies and minds right is vitally important for physical and mental stress. The key is to not rest on your laurels. The dog days are a time to reset and refocus based on strategic ways to have influence on how we serve our customers. The summer slowdown can be a prime time to focus on customer engagement and overall performance.

It's best to use this time to grade your performance. Be honest with yourself and define specifically on where to improve. If you do not know what the score is, how are you supposed to know how to win the game? Set the goals, select the performers, understand the accountability measures, and execute the game plan like you are starting a brand-new year. The bottom line is there is no finish line in our business, but the dog days of summer are an opportunity to use the quieter months to gather customer feedback and implement improvements, demonstrating your dedication to providing the best possible experience.

Remember that the dog days of summer are not just a time to endure but an opportunity to innovate, engage, and positively impact your customers. Embrace the heat and let your business shine brightly!!

Before you know it, Labor Day will be here. This is where I say goodbye to my wife for the next six months because football starts. Oh, and it is an election year.... Brace yourself for a hundred days of political BS!

Clark Willis

Regional Sales Manager

Kimal Lumber