



## OUR TOP 5 MOTIVATIONAL QUOTES: MAINTAINING A POSITIVE OUTLOOK FOR YOUR BUSINESS IN 2022

Creating and sustaining positive momentum is an essential skill for entrepreneurs, especially amidst the ongoing COVID-19 pandemic. Although we are hopeful that the worst of this crisis and the global human suffering it has caused is behind us, we know it is still an active and developing story. Still, we must maintain a positive outlook. To get started on creating our vision for 2022, we are listing five powerful and uplifting motivational quotes:

### 1. “You never fail until you stop trying” – Albert Einstein

This quote is the essence of entrepreneurship because a substantial percentage of new businesses fail every year. With that basic fact, you realize that the reality of entrepreneurship is often a battle against the odds; therefore, you have to keep trying your best and show up every day.

### 2. “If opportunity doesn’t knock, build a door.” - Milton Berle

The fundamental idea behind going in business for yourself is about creating an opportunity where there wasn’t one before.

### 3. “Whether you think you can or think you can’t, you’re right.” – Henry Ford

A can-do attitude is essential when running your own business, and practising this muscle early on is vital.

### 4. “Done is better than perfect.” – Sheryl

### Sandberg

Perfectionism has its place, but when you are an entrepreneur and have various responsibilities placed on your shoulders, done is better than perfect. Not to forget, perfectionism can result in wasted time as well as indecisiveness and procrastination.

### 5. “We overestimate how much we can accomplish in a day, and we underestimate how much we can do in a year.” – Unknown

The important message here is to set realistic goals, and with consistent daily effort, you can achieve a lot in a year.



## GUIDE TO CORPORATE GIVING

*"The highest use of capital is not to make more money but to make money to do more for the betterment of life" -- Henry Ford*

In Canada, corporate giving has been growing in recent decades, specifically related to large-scale corporations. According to Imagine Canada's 2011 research findings, 97 percent of large companies donate to charities, but that percentage drops to 76 percent when considering businesses of all sizes. This survey revealed that charitable giving often comes from small mom-and-pop or mid-size operators contributing anything from products to employee volunteer time.

### Here are some ideas for corporate giving beyond cash donations:

1. Donate products and services
2. Purchase goods and services from charities
3. Organize employee volunteering
4. Set up team fund-raising

**Why give back?** The reasons for giving back are vast, but we will name the top 4 in our view:

#### 1. Build respect and a positive reputation.

Giving back to the community shows that you care. Not only is it the right thing to do, but it is also the smart thing to do because it can give you free exposure and potentially generate publicity for your organization.

#### 2. Make your community a better place to live.

Giving back has to do with both business and altruism. Large corporations most often dedicate funds to charitable giving to contribute to a community. The idea is that healthy and active communities are good for business, so corporate giving creates win-win scenarios from which everyone involved stands to benefit.

#### 3. Develop connections and engage in networking.

When you connect with others in helping a cause, you might discover a few introductions that can lead you to new clients. Networking is everything in business, and this is no different when it comes to corporate charitable giving.

#### 4. Inspire your employees to join a cause.

Employees who work for organizations that care can also be motivated to do good. People love being part of a socially aware company.

Many businesses give back because it fits their business philosophy and tradition. According to Imagine Canada, 48% of all companies donate for philanthropy, and 45% gave because it is a good thing to do, irrespective of the financial returns for the company.

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