



FINISHER 2016

Winning the business marathon

Alina Georgescu, Sales Director Ymens

It's about motivation



Volkswagen Half Marathon / 21.097 km / Bucharest / October 5th, 2014



It's about motivation

“

The miracle isn't that I finished.
The miracle is that I had the
courage to start.

John Bingham

Volkswagen Half Marathon / 21.097 km / Bucharest / October 5th, 2014



It's about motivation

It's about planning



It's about planning

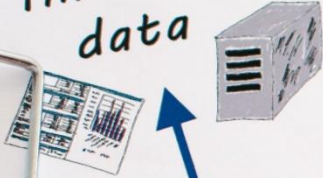


“

Set a goal and a program for yourself, and everything else will follow. Guaranteed.

John Bingham

financial data



market research



product & service



strategy

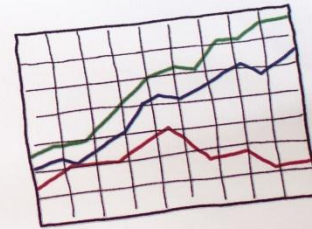


BUSINESS PLAN

project



Idea



It's about planning

It's about right choices

**RIGHT
DECISION**

It's about right choices

“

I always tell beginning runners:
Train your brain first. It's much
more important than your heart
or legs.

Amby Burfoot



It's about right choices

It's about readjustment



It's about readjustment



“

The most powerful lesson you can learn in running? You're capable of much more than you think.

Amby Burfoot

It's about readjustment

CHANGE



MODIFY

TRANSITION



TRANSFORM



NEW

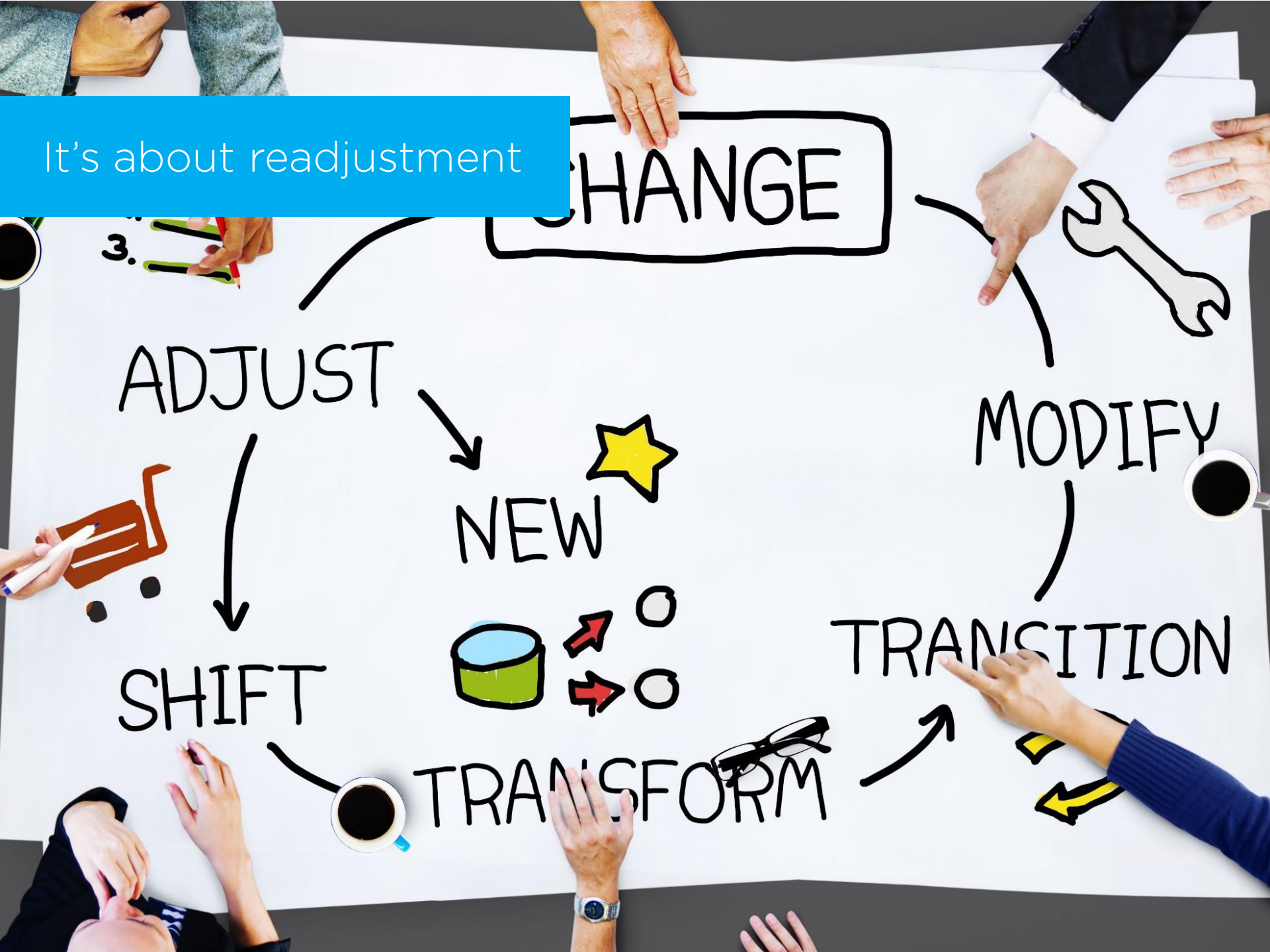


ADJUST

SHIFT



3.



... and the Finish





... and the Finish

“

Winning has nothing to do with racing. Most days don't have races anyway. Winning is about struggle and effort and optimism, and never, ever, ever giving up.

Amby Burfoot



... and the Finish

Always a new challenge





Always a new challenge

“

Running has taught me, perhaps more than anything else, that there's no reason to fear starting lines... or other new beginnings.

Amby Burfoot

Always a new challenge

**New
Business**

A person's hand is shown writing the words "New Business" in a large, bold, black cursive font on a white, grid-lined notebook. The notebook is open on a wooden desk. A red pen is held in the person's hand, positioned at the end of the word "Business". Below the text, there are two thick, parallel red horizontal lines. To the left of the notebook, a pair of black-rimmed glasses lies on the desk. To the right, a red mug filled with dark coffee sits on the desk. In the background, a small potted plant with green leaves is visible. The scene is lit with warm, natural light, creating soft shadows on the wooden surface.

Thank
You!

Alina Georgescu, Ymens