



Business
Marketing Engine

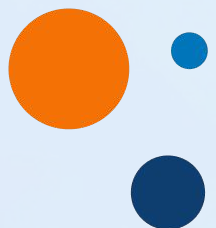
DRIVEN WITH HEART, FUELED BY RELATIONSHIPS

**Taking the Matches Out of the
Other Person's Hands**

If things aren't working effectively and it feels like things are being burned to the ground, or the actions you see being taken are ineffective, then...

Taking the Matches Out of the Other Person's Hands

is how we can best serve our fellow team members and our clients with expertise.



Sometimes...

01

A person is burning things to the ground because they have matches in their hand. These matches are toxic choices and behaviors that harm themselves, the organization and those around them.

02

Here at BME we choose to love and serve those around us by kindly and candidly pointing out things that aren't working.

03

We clearly share the perspective we have on the fires that are being started, so we can attempt to take the matches from the other person's hands.

04

We cannot force someone to give up destructive choices and behaviors, but we can give them our feedback and support.

05

Ultimately if the other person (client or team member) refuses to change their behavior that have been clearly identified as dangerous to the situation, we may no longer be able to work with them.