

Will you build a legacy, or *just a business?*

> *"I wish I hadn't worked so hard. — Bronnie Ware, The Top Five Regrets of the Dying*

Bronnie Ware spent years as a palliative care nurse, sitting with people in their final weeks.

She started writing down what they wished they'd done differently.

The most common regret, by far: not having the courage to live true to themselves, instead of the life others expected of them.

The second: working too hard. She heard it from every male patient she nursed, and it came with the years they could never get back with their families.

The other three: not having the courage to say what they actually felt, losing touch with friends who mattered, and never letting themselves be happier.

None of these are complicated. They're also not things you fix on your deathbed, only before it.

Every one of these is still available to change, for anyone reading this today.

At Boaz Strategic, we develop leaders who build a legacy they won't wish they'd built differently.