

# Preparing to be 'best in class'

## Transcript

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I'm going to say two things. So one, go back to my concept of, you know, it's always a great time to do the right thing, get your house in order. It's kind of your typical, you know, your doctor says, "Diet and exercise." I'm going to tell you ... diet and exercise for your business, right?

The other thing to say here is, well, there's maybe not as (much) exuberance and excitement as we had coming into 2025. There's always a concept of being "best in class." And so, you know, while there's some businesses that you know are down X, Y, Z percent, if you are down much less than X, Y, Z percent, it just proves that you're an exciting concept.