



Consider it Solved.



**A Message from a Different Kind of CEO.**

Technology, connectivity and an ocean of competition fuel the business world of today. There are many non-descriptive long-winded mission statements followed by politically and socially correct value and vision statements which are posted like anthems on websites, usually un-noticed, they just need to be there because, well...it's the "correct" thing to do.

Then comes the large amount of distractions, social media, email, answering machines, paperwork, software systems, which are good tools in the toolbox of any business, but sometimes result in businesses that lose focus of the real mission, values may change with the tide, resulting in the blurring of the vision.

Is this because of the profit driven nature of a particular industry?

Are the product offerings so similar that the consumer becomes confused?

Does the confusion force the consumer to base important decisions on price alone?

When a consumer wants more information are they inundated with automated emails and seemingly endless telephone answering recordings?

Most importantly, do companies enjoy a better bottom line when personal contact is reduced or eliminated?

With the strong tide of ever increasing competition and lower profits, have the leaders of companies resolved to transform strictly into sales driven organizations which compete by driving prices one way or another?  
Perhaps.

Have these companies engaged in competitive behavior that strays from their core beliefs, touting the best technology, patents, new automated systems that claim to be better for the consumer, telling the world that they "are different" but still ignoring the needs of the consumer?  
Maybe.

Are companies so profit driven, that they forget to personalize their service and forget to spend time talking with their customers, understanding their needs?  
Possibly.

Throughout our journey to grow Soil Solutions, we have experienced many challenges and observed many companies throughout many industries; as we travel the world to help our companies and their leaders, realize their environmental and economic needs. Often times they don't need our products, they just need a little help and knowledge, another point of view to assist with their challenges.

Building these kinds of relationships is not always efficient, not always profitable, but we really enjoy what we do and it fuels our passion and allows us to make a positive difference wherever we go. We define our success by our passion for people, their needs and their challenges which has shaped our statement of our mission, values, vision and desire.....

.....to exude leadership virtue and value driven solutions that are environmentally, economically and socially enhancing, complemented by actualization of service and facilitation of their delivery throughout the world.

We are on a journey, come with us and see where it takes you!

*Patrick Schoutens, CEO  
Soil Solutions International*