

# CHALLENGE 2021

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The **Datamax Business Plan Theme** for Twenty Twenty-One.

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**CHALLENGE** - even the word itself is unachievable without including “ALL.”

Take a moment to reflect on the challenges 2020 presented ALL of us. COVID-19, from preventative lockdowns, to safety precautions, to proactive shifts in service delivery, is forcing us to reevaluate and recalibrate our journey. It challenges us to extend our reach, to tighten our grip, and secure our harness along the way up. A **new normal** demands a **new way** of looking at our customers, and ourselves, in 2021.

As with this, or any new challenge, ALL positions matter.

## Consider the challenges.

- Challenge #1: Evolved Print/Workflow Behavior
- Challenge #2: Remote Clientele Realities
- Challenge #3: Customer Engagement Obstacles
- Challenge #4: Enhanced Departmental Collaboration
- Challenge #5: Agile Services Delivery
- Challenge #6: Elevated Personal Development
- Challenge #7: Staying “YOUR” Course in the midst of it ALL.

## Welcome the challenges.

In the same spirit as “The Way of the Beaver,” we are all empowered and must take control of achieving OUR goal. With any challenging climb comes great reward, self-realization, and an unrivaled view from the top.

**CHALLENGE 2021:** It takes ALL of us!

