

# How Real is the Picture You're Painting?

Have you ever been out on the ocean looking up at the stars on a clear night, or on top of a mountain and have that feeling of vastness? As I was coming back to Ft. Lauderdale from the Bahamas on my friend Joe's boat, my mind seemed to expand at the visual of nothing on a 360 degree horizon.



This moment of openness allowed my mind to expand around all that I could do with my business and my life. I reflected on the strategy of [Efficiency](#) to have thousands of businesses using our software applications to help them become more efficient and have better processes. I could see these web based tools growing and spreading not only throughout the US, but helping businesses around the world.