



Customer Strategy

Dec Deadline

Customer Research

Final Buy In

Resource Requirements
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ENGAGEMENT

3 Ways to Re-energize Your Business with a Startup Spirit

Startups are known for their agility, innovation, and grit. At FedEx, we recognize that businesses big and small can benefit from the startup spirit, which encourages finding creative, unexpected solutions to challenging problems.

Here are three ways you could stimulate resilience, safety, and creativity in your own organizations:



Start with the Customer.

Zero in on what your customers really need by starting a conversation with them. Take advantage of social media platforms like Facebook, Instagram, and LinkedIn.

Make Room for Ideas.

Fresh ideas can come from the unlikeliest of places. Initiate quick surveys and polls to leverage the team's unique perspective about your business.



Don't Spread Yourself Too Thin.

Wise startup leaders are not afraid to ask for help. Having a reliable and reputable logistics provider like FedEx can inject stability to your supply chain.