

# LEADERS, BY DEFINITION, ARE ALWAYS THE FIRST ONES OUT OF ANY PREDICAMENT.

Perhaps it's because their vantage point is unobstructed by anyone in front of them. And they are not held back by those who can't keep up the pace. They find opportunity where some can see only doom. When others are frozen with fear, they find strength. Though their organizations are often small, their resolve is immense. In simple terms, leaders lead. As a result, they will chart the uncharted in today's challenging economy, slip the stream of negativity and deliver to the front lines of business. At Cessna, we are proud to provide the full range of tools for true leaders. We salute these champions of business. After all, they are the ones who will blaze the path to prosperity.

**RISE.**



May we help you develop your plan?  
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