

# Mission Drift – The Importance of Staying Focused

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In an article for Global Banking and Finance, Winston & Strawn London Partner Ian Borman, outlines his experience working with entrepreneurs and how entrepreneurial journeys can go wrong.

Despite economic uncertainties, and a highly competitive market, the appetite to start a new business remains. The UK sees 660,000 new businesses registered every year (equivalent to 70 every single hour) with a steady annual growth of new business of around 3.5%. Ian shares his experience of incidences where the desire to invest, scale and innovate has had the adverse effect, creating a lack of focus and dynamism in their core business.

With technology playing a transformative roles across sectors, it is as vital as ever that business leaders and entrepreneurs have strong sense of their core values allowing them to take advantage of the technological and financial opportunities without compromising cash flow and investor confidence.

Read the full article [here](#).

1 Min Read

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Ian Borman