



To be a leader,
you have to
understand what
your team needs
from you, and
deliver it.

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It's not about trying to be everything to everyone... it's about customizing your message based on your audience. The people at Target Corporation knew this when they rewrote Sir Mix-A-Lot's greatest hit into a back-to-school commercial. Target knows that their best audience now was shaking it to the original song in the 1980s. Better than any other brand today, Target knows that in order to lead, they have to constantly ask the question: **who is your audience?** This self-awareness has made them the second most successful discount retailer in the United States today, after Wal-Mart. But far and away, Target leaves its Arkansas competitor in the dust when it comes to the coolness factor. Target's customers just love them – be they budget-conscious or upscale...