

Traction Get A Grip On Your Business

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Never Lose a Customer Again - Joey Coleman 2018-04-03

Award-winning speaker and business consultant Joey Coleman teaches audiences and companies all over the world how to turn a one-time purchaser into a lifelong customer. Coleman's theory of building customer loyalty isn't about focusing on marketing or closing the sale: It's about the First 100 Days® after the sale and the interactions the customer experiences. While new customers experience joy, euphoria, and excitement, these feelings quickly shift to fear, doubt, and uncertainty as buyer's remorse sets in. Across all industries, somewhere between 20%-70% of newly acquired customers will stop doing business with a company within the first 100 days of being a new customer because they feel neglected in the early stages of customer onboarding. In *Never Lose a Customer Again*, Coleman offers a philosophy and methodology for dramatically increasing customer retention and as a result, the bottom line. He identifies eight distinct emotional phases customers go through in the 100 days following a purchase. From an impulse buy at Starbucks to the thoughtful purchase of a first house, all customers have the potential to experience the eight phases of the customer journey. If you can understand and anticipate the customers' emotions, you can apply a myriad of tools and techniques -- in-person, email, phone, mail, video, and presents -- to cement a long and valuable relationship. Coleman's system is presented through research and case studies showing how best-in-class companies create remarkable customer experiences at each step in the customer lifecycle. In the "Acclimate" stage, customers need you to hold their hand and over-explain how to use your product or service. They're often too embarrassed to admit they're confused. Take a cue from Canadian software company PolicyMedical and their challenge of getting non-technical users to undergo a complex installation and implementation process. They turned a series of project spreadsheets and installation manuals into a beautiful puzzle customers could assemble after completing each milestone. In the "Adopt" stage, customers should be welcomed to the highest tier of tribal membership with both public and private recognitions. For instance, Sephora's VIB Rogue member welcome gift provides a metallic membership card (private recognition) and a members-only shade of lipstick (for public display). In the final stage, "Advocate," loyal customers and raving fans are primed to provide powerful referrals. That's how elite entrepreneurial event MastermindTalks continues to sell-out their conference year after year - with zero dollars spent on marketing. By surprising their loyal fans with amazing referral bonuses (an all-expenses paid safari?!) they guarantee their community will keep providing perfect referrals. Drawing on nearly two decades of consulting and keynoting, Coleman provides strategies and systems to increase customer loyalty. Applicable to companies in any industry and of any size (whether measured in employee count, revenue, or total number of customers), implementing his methods regularly leads to an increase in profits of 25-100%. Working with well-known clients like Hyatt Hotels, Zappos, and NASA, as well as mom-and-pop shops and solo entrepreneurs around the world, Coleman's customer retention system has produced incredible results in dozens of industries. His approach to creating remarkable customer experiences requires minimal financial investment and will be fun for owners, employees, and teams to implement. This book is required reading for business owners, CEOs, and managers - as well as sales and marketing teams, account managers, and customer service representatives looking for easy to implement action steps that result in lasting change, increased profits, and lifelong customer retention.

Traction - Gino Wickman 2012-04-03

OVER 1 MILLION COPIES SOLD! Do you have a grip on your business, or does your business have a grip

on you? All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical. The Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. More than 80,000 companies have discovered what EOS can do. In *Traction*, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying *Traction* every day to run profitable, frustration-free businesses—and you can too. For an illustrative, real-world lesson on how to apply *Traction* to your business, check out its companion book, *Get A Grip*.

The Four Obsessions of an Extraordinary Executive - Patrick M. Lencioni 2010-06-22

A gripping tale that reveals what occupies the minds of the world's best business leaders As CEO, most everything that Rich O'Connor did had something to do with at least one of the four disciplines on his famed "yellow sheet." Some of the firm's executives joked that he was obsessed with it. Interestingly, only a handful of people knew what was on that sheet, and so it remained something of a mystery. Which was okay with Rich, because no one really needed to understand it, other than him. He certainly never suspected that it would become the blueprint of an employee's plan to destroy the firm. In this stunning follow-up to his best-selling book, *The Five Temptations of a CEO*, Patrick Lencioni offers up another leadership fable that's every bit as compelling and illuminating as its predecessor. This time, Lencioni's focus is on a leader's crucial role in building a healthy organization - an often overlooked but essential element of business life that is the linchpin of sustained success. Readers are treated to a story of corporate intrigue as Rich O'Connor, fictional CEO of technology consulting company Telegraph Partners, faces a leadership challenge so great that it threatens to topple his company, his career and everything he holds true about what makes a leader truly exceptional. In the story's telling, Lencioni deftly helps his readers understand the disarming simplicity and power of creating a healthy organization and reveals four key disciplines that they can follow to achieve it. In *The Four Obsessions of an Extraordinary Executive*, Lencioni delivers an utterly gripping tale with a powerful and memorable message for all who strive to be remarkable leaders.

Get A Grip - Gino Wickman 2014-04-08

It's time to take your business to the next level. Eileen Sharp and Vic Hightower were frustrated. After years of profitable, predictable growth, Swan Services was in a rut. Meetings were called and discussions held, but few decisions were made and even less got done. People were pointing fingers and assigning blame, but nothing happened to solve Swan's mounting problems. It felt as though they were working harder than ever but with less impact. The company Eileen and Vic had founded and built for 10 years was a different place. It just wasn't fun anymore. Their story is not unusual. The challenges they were facing are common, predictable, and solvable. *Get A Grip* tells the story of how Swan Services resolves its issues by implementing the Entrepreneurial Operating System®. With the help of EOS, Eileen, Vic, and their leadership team master a set of managerial tools that allow them to get traction on their business, grow the business, and deliver better results for clients. The story of Swan Services is a fable, but the Entrepreneurial Operating System® is very real and has helped thousands of businesses worldwide. A complete entrepreneurial toolkit, EOS has helped thousands of businesses get to where they want to be. In

Get A Grip, learn how Swan Services leaders learned to develop and commit to a clear vision, establish focus, build discipline, and create a healthier and more cohesive team. With characters and situations created from collective business experiences and stories, Get A Grip is a fable that will ring true for entrepreneurial leaders the world over and guide them to get their companies on track.

The Ultimate Sales Machine - Chet Holmes 2007-06-21

NEWLY REVISED AND UPDATED The bestselling business playbook for turbocharging any organization, updated for modern audiences with new and never-before-seen material Every single day 3,076 businesses shut their doors. But what if you could create the finest, most profitable and best-run version of your business without wasting precious dollars on a thousand different strategies? When The Ultimate Sales Machine first published in 2007, legendary sales expert Chet Holmes gave us the key to do just that. All you need is to focus on twelve key areas of improvement—and practice them over and over with pigheaded discipline. Now, a decade later, Chet's daughter Amanda Holmes breathes new life into her father's classic advice. With updated language to match our ever-changing times and over 50 new pages of content, The Ultimate Sales Machine will help any modern reader transform their organization into a high-performing, moneymaking force. With practical tools, real-life examples, and proven strategies, this book will show you how to:

- Teach your team to work smarter, not harder
- Get more bang from your marketing for less
- Perfect every sales interaction by working on sales, not just in sales
- Land your dream clients

This revised edition expands on these proven concepts, with checklists to get faster ROIs, Core Story Frameworks to get your company to number one in your marketplace, and a bonus, never-before-revealed chapter from Chet, "How to Live a Rich and Full Life," that will put you in the best possible mindset to own your career. For every CEO, manager, and business owner who wants to take their organization to the next level, The Ultimate Sales Machine will put you and your company on the path to success—and help you stay there!

Entrepreneurial Leap - Gino Wickman 2019-10-15

You've thought about starting your own business . . . but how can you decide if you should really take the leap? There's a lot on the line, and you have to ask yourself difficult questions: Do I have what it takes? Is it worth it? And how the hell do I do it? You need answers, not bullshit. This book has them. *Entrepreneurial Leap: Do You Have What it Takes to Become an Entrepreneur?* is an easy-to-use guide that will help you decide, once and for all, if entrepreneurship is right for you—because success as an entrepreneur depends on far more than just a great idea and a generous helping of luck. In this three-part book, Gino Wickman, bestselling author of *Traction*, reveals the six essential traits that every entrepreneur needs in order to succeed, based on real-world startups that have reached incredible heights. If these traits ring true for you, you'll get a glimpse of what your life would look like as an entrepreneur. What's more, Wickman will help you determine what type of business best suits your unique skill set and provide a detailed roadmap, with tools, tips, and exercises, that will accelerate your path to startup success. Packed with real-life stories and practical advice, *Entrepreneurial Leap* is a simple how-to manual for BIG results. Should you take the leap toward entrepreneurship? Find out today and let tomorrow be the first step in your new journey, whatever shape it may take.

What the Heck Is EOS? - Gino Wickman 2017-09-05

Has your company struggled to roll EOS out to all levels of your organization? Do your employees understand why EOS is important or even what it is? What the Heck is EOS? is for the millions of employees in companies running their businesses on EOS (Entrepreneurial Operating System). An easy and fast read, this book answers the questions many employees have about EOS and their company:

- What is an operating system?
- What is EOS and why is my company using it?
- What are the EOS foundational tools and how do they impact me?
- What's in it for me?

Designed to engage employees in the EOS process and tools, *What the Heck is EOS?* uses simple, straightforward language and provides questions about each tool for managers and employees to discuss creating more ownership and buy-in at the staff level. After reading this book, employees will not only have a better understanding of EOS but they will be more engaged, taking an active role in helping achieve your company's vision.

Product-Led Growth - Wes Bush 2019-05

Can your software sell itself? Convention and the trillion-dollar sales industry claim that it's impossible for your product to sell itself. Yet successful software businesses like Slack, Dropbox, Atlassian, and HubSpot

make millions selling to customers who never once reached out to a sales rep. In *Product-Led Growth: How to Build a Product That Sells Itself*, growth consultant Wes Bush challenges the traditional SaaS marketing and sales playbook and introduces a completely new way to sell products. Bush reveals how your product—not expensive sales teams—can be the main vehicle to acquire, convert, and retain customers. In this step-by-step guide to Product-Led Growth, Bush explains: Why you should flip the traditional sales process on its head and turn your product into a sales machine; How to decide whether your business should use a free trial, freemium, or hybrid model; How to turn free users into happy, paying customers. History tells us that "how" you sell is just as important as "what" you sell. Blockbuster couldn't compete with Netflix by selling the same digital content, and you need to decide "when" not "if" you'll innovate on the way you sell. Are you going to be product-led? Or will you be disrupted, too?

Rocket Fuel - Gino Wickman 2015-04-28

Discover the vital relationship that will take your company from "What's next?" to "We have liftoff!" Visionaries have groundbreaking ideas. Integrators make those ideas a reality. This explosive combination is the key to getting everything you want out of your business. It worked for Disney. It worked for McDonald's. It worked for Ford. It can work for you. From the author of the bestselling *Traction*, *Rocket Fuel* details the integral roles of the Visionary and Integrator and explains how an effective relationship between the two can help your business thrive. Offering advice to help Visionary-minded and Integrator-minded individuals find one another, *Rocket Fuel* also features assessments so you're able to determine whether you're a Visionary or an Integrator. Without an Integrator, a Visionary is far less likely to succeed long-term, and realize the company's ultimate goals—likewise, with no Visionary, an Integrator can't rise to his or her full potential. When these two people come together to share their natural talents and innate skill sets, it's like rocket fuel—they have the power to reach new heights for virtually any company or organization.

1501 Ways to Reward Employees - Bob Nelson 2012-03-27

Today more than ever, businesses need fresh ideas to nurture talent and retain employees—enter 1,501 Ways to Reward Employees, thoroughly revised, updated, and even more chockablock with ideas than 1,001 Ways to Reward Employees, the groundbreaking national bestseller. Adapted to meet the needs of an evolving workplace—especially to deal creatively with virtual employees, freelancers and permalancers, international colleagues, and the rule-bending expectations of millennials—its 1,501 low-and no-cost rewards and strategies are drawn from thousands of companies across the globe. Ideas range from the informal (Wells Fargo's thank-you e-cards) and the offbeat (JS Communications two free "I Don't Want to Get Out of Bed" Days) to the formal (J. C. Penney "affirms" new managers in a moving ceremony) to the totally nutty (the legendary honor of having your office "sodded"—literally, grassed over—at Microsoft). For bosses, managers, entrepreneurs, small-business owners, consultants—anyone who's responsible for working successfully in an ever-tougher economy—this is the rewards bible.

The Referable Speaker - Michael Port 2021-06-07

Use the gigs you get to get the gigs you want. You spend a ton of time building your personal brand to generate more speaking opportunities. You write a blog, record podcasts, post on Instagram, and upload to YouTube. You refine your speaking website, work on that book, participate in Clubhouse, and comment on LinkedIn. You share your expertise and insight freely. All of that hard work might get you one gig. And, unfortunately, none of those things will guarantee you the next gig. But what if you became a referable speaker? In this ground-breaking guide to building a speaking career, New York Times bestselling author Michael Port, co-founder of Heroic Public Speaking, teams up with bestselling author and world-renowned keynote speaker Andrew Davis to show you the fastest, most practical way to increase your fee and generate more leads. Discover precisely how event organizers select their keynote speakers, what you can do to win them over, and even how to set your fee. Port and Davis show you why you need to stop investing in marketing yourself as a great speaker and start investing in your speech. Because, unless you're famous, event organizers won't buy you (or your personal brand). They'll buy your speech, then your idea, then you—in that order. You'll learn exactly how 81 speakers built sustainable speaking revenues by evaluating the three F+E+E Factors and 10 sub-factors-factors that turn novice presenters into transformational keynote speakers. And you'll evaluate how to make the most meaningful impact through 58 professional

speaker case studies based on six years of industry data. See how elegantly simple it is to make the leap from breakout rooms to the keynote stage. You'll leave with an entirely new, eye-opening, and refreshing understanding of how the speaking business really works and how you can make an impact fast. Do you have what it takes to become a referable speaker? You do. Go ahead, take a look inside!

Traction - Justin Mares 2014-08-26

Most startups end in failure. Almost every failed startup has a product. What failed startups don't have are enough customers. Traction Book changes that. We provide startup founders and employees with the framework successful companies use to get traction. It helps you determine which marketing channel will be your key to growth. "If you can get even a single distribution channel to work, you have a great business." -- Peter Thiel, billionaire PayPal founder The number one traction mistake founders and employees make is not dedicating as much time to traction as they do to developing a product. This shortsighted approach has startups trying random tactics -- some ads, a blog post or two -- in an unstructured way that will likely fail. We developed our traction framework called Bullseye with the help of the founders behind several of the biggest companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com), Alex Pachikov (Evernote) and more. We interviewed over forty successful founders and researched countless more traction stories -- pulling out the repeatable tactics and strategies they used to get traction. "Many entrepreneurs who build great products simply don't have a good distribution strategy." -- Mark Andreessen, venture capitalist Traction will show you how some of the biggest internet companies have grown, and give you the same tools and framework to get traction.

Traction - Gabriel Weinberg 2015-10-06

Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier—fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard evidence that you're on the right path. Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You'll learn, for example, how to: ·Find and use offline ads and other channels your competitors probably aren't using ·Get targeted media coverage that will help you reach more customers ·Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates ·Improve your search engine rankings and advertising through online tools and research Weinberg and Mares know that there's no one-size-fits-all solution; every startup faces unique challenges and will benefit from a blend of these nineteen traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons and examples in Traction will help you create and sustain the growth your business desperately needs.

The Great CEO Within: The Tactical Guide to Company Building - Matt Mochary 2019-12-05

Matt Mochary coaches the CEOs of many of the fastest-scaling technology companies in Silicon Valley. With The Great CEO Within, he shares his highly effective leadership and business-operating tools with any CEO or manager in the world. Learn how to efficiently scale your business from startup to corporation by implementing a system of accountability, effective problem-solving, and transparent feedback. Becoming a great CEO requires training. For a founding CEO, there is precious little time to complete that training, especially at the helm of a rapidly growing company. Now you have the guidance you need in one book.

When Your Business Partner is Your Spouse - Kristen Deese 2020-04-28

Owning a business is tough; so is being married. If you're one of the millions people who happen to be married to your business partner then you likely know the extra challenges that come along with mixing

business with marriage. Finally, a book that will help you navigate through many of the main problems married couples face when they become business partners. Things like lack of direction, mixing roles, ineffective communication and poor money management are a tried and true formula for disaster. Stop fighting over the business and putting that added stress to your marriage! The training, exercises and experiences in this book are designed to open the door of communication, understanding, empathy and trust between you and your spouse like never before. Business owners who implement these strategies are able to grow their business AND strengthen their marriage, simultaneously.

Get A Grip - Gino Wickman 2014-04-08

It's time to take your business to the next level. Eileen Sharp and Vic Hightower were frustrated. After years of profitable, predictable growth, Swan Services was in a rut. Meetings were called and discussions held, but few decisions were made and even less got done. People were pointing fingers and assigning blame, but nothing happened to solve Swan's mounting problems. It felt as though they were working harder than ever but with less impact. The company Eileen and Vic had founded and built for 10 years was a different place. It just wasn't fun anymore. Their story is not unusual. The challenges they were facing are common, predictable, and solvable. Get A Grip tells the story of how Swan Services resolves its issues by implementing the Entrepreneurial Operating System®. With the help of EOS, Eileen, Vic, and their leadership team master a set of managerial tools that allow them to get traction on their business, grow the business, and deliver better results for clients. The story of Swan Services is a fable, but the Entrepreneurial Operating System® is very real and has helped thousands of businesses worldwide. A complete entrepreneurial toolkit, EOS has helped thousands of businesses get to where they want to be. In Get A Grip, learn how Swan Services leaders learned to develop and commit to a clear vision, establish focus, build discipline, and create a healthier and more cohesive team. With characters and situations created from collective business experiences and stories, Get A Grip is a fable that will ring true for entrepreneurial leaders the world over and guide them to get their companies on track.

Clockwork - Mike Michalowicz 2018-08-21

Do you worry that your business will collapse without your constant presence? Are you sacrificing your family, friendships, and freedom to keep your business alive? What if instead your business could run itself, freeing you to do what you love when you want, while it continues to grow and turn a profit? It's possible. And it's easier than you think. If you're like most entrepreneurs, you started your business so you could be your own boss, make the money you deserve, and live life on your own terms. In reality, you're bogged down in the daily grind, constantly putting out fires, answering an endless stream of questions, and continually hunting for cash. Now, Mike Michalowicz, the author of Profit First and other small-business bestsellers, offers a straightforward step-by-step path out of this dilemma. In Clockwork, he draws on more than six years of research and real life examples to explain his simple approach to making your business ultra-efficient. Among other powerful strategies, you will discover how to: Make your employees act like owners: Free yourself from micromanaging by using a simple technique to empower your people to make smart decisions without you. Pinpoint your business's most important function: Unleash incredible efficiency by identifying and focusing everyone on the one function that is most crucial to your business. Know what to fix next: Most entrepreneurs try to fix every inefficiency at once and end up fixing nothing. Use the "weakest link in the chain" method to find the one fix that will add the most value now. Whether you have a staff of one, one hundred, or somewhere in between, whether you're a new entrepreneur or have been overworked and overstressed for years, Clockwork is your path to finally making your business work for you.

Marketing Your Startup - Simona Covel 2018-05-29

Let Inc. catapult your company to success. To put a business on the map, nothing beats great marketing. No matter how original your idea or ambitious your dreams, the company will stall without a plan to spread the word, build momentum, and drive sales. But how many entrepreneurs excel at marketing? If you are like most, you are focused on building your product or service...and don't know how to execute a marketing strategy or measure the results. No one is better positioned than Inc. to help you get up to speed fast. For years, Inc. has covered the innovative marketing used by thousands of tiny startups that turned into household names. Now, Marketing Your Startup shares these compelling stories and spotlights strategies

for igniting growth, including how: Dollar Shave Club mastered the inexpensive viral video- and rocketed to success * Casper combined content marketing, creative branding, and old-fashioned subway ads to convince consumers to buy mattresses a whole new way * SoulCycle's obsessive fixation on their brand fueled their rise from spin studio to cult-like fitness sensation Through firsthand insights from founders and helpful how-to guidelines, you'll learn to define your brand, market position, and customers, then unleash the right mix of tactics through the right channels: social media, email and direct mail, content marketing, SEO, media ads, events, guerilla marketing, influencers, cause marketing, and more. Whether you've got a robust budget or you're bootstrapping your way to the top, Marketing Your Startup gives you the tools to launch an empire.

Simple Numbers, Straight Talk, Big Profits! - Greg Crabtree 2011

Based on the premise that accountants often make finance unnecessarily confusing, this no-frills guide will help small business owners see beyond the numbers and translate financial statements into tangible business success. The author shows the reader how to use key financial indicators as a basis for smart business decisions, with a focus on companies in the range between start-up and \$5 million in revenue. In a humorous and conversational tone, Crabtree explains how even the most harried business owners can use financial metrics to improve their bottom line. The author's down-to-earth discussion includes many insights: Most business owners are probably not paying themselves enough; Paying taxes can be a positive in accounting; A company-wide salary cap can help immensely with personnel decisions. Additionally, the numerous examples help readers see for themselves how following the author's advice will have a direct impact on their profits.

Find Your Place - Rob Wegner 2019-03-26

Every person has been designed by God for one-of-a-kind Masterpiece Mission, what most people refer to as personal calling or personal purpose. Everyone needs to be able to name what God has put them on the earth to do. Most people never do. That is a tragedy of epic proportions. We need a simple way to discover that calling, and Find Your Place is that way. GPS technology is widely known as a way to know where you are on the earth, as well as a way to guide you to get where you want to go. The Find Your Place book will help followers of Jesus locate three signals that will help people discern their personal calling: their Gifts, their Passions, and their Story, and help them take meaningful next steps to engage that calling. Furthermore, the American Church has a Co-Dependency Disorder. Church members have become dependent upon church leaders, and church leaders need their members to remain that way. This co-dependence is doing more than throttling the vitality of the church...it is strangling it. In order for the people of God to truly thrive and be salt and light in the world, church leaders must move from simply "gathering and teaching" their members to "empowering and releasing them." This book, the accompanying online assessment, and the disciple-making tools that both will be integrated into, will all be a part of a turn-key solution for church leaders to accomplish that goal.

Scaling Up - Verne Harnish 2014-10-21

Winner of the International Book Awards for General Business Winner of the Readers' Favorite International Book Award for Non-Fiction Business It's been over a decade since Verne Harnish's best-selling book Mastering the Rockefeller Habits was first released. Scaling Up (Rockefeller Habits 2.0) is the first major revision of this business classic which details practical tools and techniques for building an industry-dominating business. This book is written so everyone -- from frontline employees to senior executives -- can get aligned in contributing to the growth of a firm. Scaling Up focuses on the four major decision areas every company must get right: People, Strategy, Execution, and Cash. The book includes a series of new one-page tools including the updated One-Page Strategic Plan and the Rockefeller Habits Checklist™, which more than 40,000 firms around the globe have used to scale their companies successfully -- many to \$10 million, \$100 million, and \$1 billion and beyond - while enjoying the climb!

Mastering the Rockefeller Habits - Verne Harnish 2008-06-01

What are the underlying handful of fundamentals that haven't changed for over a hundred years? From Harnish's famous "Mastering a One Page Strategic Plan" process that has been a best-selling article on the web to his concise outline of eight practical actions you can take to strengthen your culture, this book is a compilation of best practices adapted from some of the best-run firms on the planet. Included is an

instructive chapter co-authored by Rich Russakoff, revealing winning tactics to get banks to finance your business. Lastly, there are case studies demonstrating the validity of Harnish's practical approaches.

Reboot - Jerry Colonna 2019-06-18

One of the start-up world's most in-demand executive coaches—hailed as the “CEO Whisperer” (Gimlet Media)—reveals why radical self-inquiry is critical to professional success and healthy relationships in all realms of life. Jerry Colonna helps start-up CEOs make peace with their demons, the psychological habits and behavioral patterns that have helped them to succeed—molding them into highly accomplished individuals—yet have been detrimental to their relationships and ultimate well-being. Now, this venture capitalist turned executive coach shares his unusual yet highly effective blend of Buddhism, Jungian therapy, and entrepreneurial straight talk to help leaders overcome their own psychological traumas. Reboot is a journey of radical self-inquiry, helping you to reset your life by sorting through the emotional baggage that is holding you back professionally, and even more important, in your relationships. Jerry has taught CEOs and their top teams to realize their potential by using the raw material of their lives to find meaning, to build healthy interpersonal bonds, and to become more compassionate and bold leaders. In Reboot, he inspires everyone to hold themselves responsible for their choices and for the possibility of truly achieving their dreams. Work does not have to destroy us. Work can be the way in which we achieve our fullest self, Jerry firmly believes. What we need, sometimes, is a chance to reset our goals and to reconnect with our deepest selves and with each other. Reboot moves and empowers us to begin this journey.

Hopping over the Rabbit Hole - Anthony Scaramucci 2016-10-11

Develop the Scaramucci mindset that drives entrepreneurial success Hopping over the Rabbit Hole chronicles the rise, fall, and resurgence of SkyBridge Capital founder Anthony Scaramucci, giving you a primer on how to thrive in an unpredictable business environment. The sheer number of American success stories has created a false impression that becoming an entrepreneur is a can't-miss endeavor—but nothing could be further from the truth. In the real world, an entrepreneur batting .150 goes directly to the Hall of Fame. Things happen. You make a bad hire, a bad strategic decision, or suffer the consequences of an unforeseen market crash. You can't control what happens to your business, but you can absolutely control how you react, and how you turn bumps in the road into ramps to the sky. Anthony Scaramucci has been there and done that, again and again, and has ultimately come out on top; in this book, he shares what he wishes he knew then. Your chances of becoming an overnight billionaire are approximately the same as your chances of being signed to the NBA. Success is hard work, and anxiety, and tiny hiccups that can turn into disaster with a single misstep. This book shows you how to use adversity to your ultimate advantage, and build the skills you need to respond effectively to the unexpected. Learn how to deal with unforeseen events Map a strategic backup plan, and then a backup-backup plan Train yourself to react in the most productive way Internalize the lessons learned by a leader in entrepreneurship For every 23-year-old billionaire who just created a new way to send a picture on a phone, there are countless others who have failed, and failed miserably. Hopping over the Rabbit Hole gives you the skills, insight, and mindset you need to be one of the winners.

Start at the End - Matt Wallaert 2019-06-11

Nudge meets Hooked in a practical approach to designing products and services that change behavior, from what we buy to how we work. Deciding what to create at modern companies often looks like an episode of Mad Men: people throw ideas around until one sounds sexy enough to execute and then they scale it to everyone. The result? Companies overspend on marketing to drive engagement with products and services that people don't want and won't help them be happier and healthier. Start at the End offers a new framework for design, grounded in behavioral science. Technology executive and behavioral scientist Matt Wallaert argues that the purpose of everything is behavior change. By starting with outcomes instead of processes, the most effective companies understand what people want to do and why they aren't already doing it, then build products and services to bridge the gap. Wallaert is a behavioral psychologist who has led product design at organizations ranging from startups like Clover Health to industry leaders such as Microsoft. Whether dissecting the success behind Uber's ridesharing service or Flamin' Hot Cheetos, he underscores with clarity and humor how this approach can improve the way we work and live. This is an essential roadmap for building products that matter--and changing behavior for the better.

Hi, My Names Charlie - Joshua R. Burkheiser 2021-10-20

A serial killer haunts the streets of Dayton, Ohio, leaving a trail of women's bodies in their wake. Two men can stop it, but one is not the hero you would expect. Charlie, a serial killer himself, is forced into an investigation he's being accused of. Detective Chance Roning is hot on his trail, forcing Charlie to fend for his very existence. An adventure like no other, you will sit on the edge of your seat as you fly through the pages to discover who the real killer is! 8

Using the Electric VLSI Design System - Steven M. Rubin 2009-02

Everybody Writes by Ann Handley (Summary) - QuickRead

Your Go-To Guide to Creating Ridiculously Good Content. In today's world, we spend a lot of our time online. As a result, we communicate through pictures, memes, gifs, and more. Who needs writing anymore, right? Well, with all this content creation, writing matters more now than ever before. Whether you are simply sharing pictures on social media or maintaining an entire website for your company, you are a writer. Today, online words now act as our currency, they tell our customers who we are, and they carry our marketing messages. This means you need to choose your words well and begin placing value on an often-overlooked skill in content marketing: how to write! In *Everybody Writes*, top marketing guru Ann Handley provides insight and guidance into the process and strategy of content creation, production, and publishing. The lessons and rules apply to all areas online, including web pages, landing pages, blogs, email, and even Facebook, Twitter, LinkedIn, and other social media. As you read, you'll learn why your first draft should be "ugly," why less is more, and how to write a successful landing page. Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries.

SYSTEMology - David Jenyns 2020-11-18

Whether you've tried to systemise in the past or not, *SYSTEMology* provides a revolutionary approach to small business systems.

Clone Yourself: Build a Team that Understands Your Vision, Shares Your Passion, and Runs Your Business For You - Jeff Hilderman 2019-06

Running a business should be exciting and rewarding, not a burden. Unfortunately, many entrepreneurs fall into the daily grind of stamping out fires and doing everything themselves because they've unknowingly become their own best employee and the bottleneck of their business. Do questions, decisions and problems always funnel their way back to you? Has your business become a revolving door for employees or the permanent residence for underperformers? Are you tired of burning the candle at both ends and not living life on your terms? Jeff Hilderman believes that you can't do epic things with an average team, and you certainly can't do everything yourself. But with the right people who understand your vision, share your passion and can run your business for you, anything is possible! *Clone Yourself* is a conversational, step-by-step guide to building your dream team and automating your business. You Will Discover: How to boost your productivity and win back the day The proven path to transforming your organizational culture How to become an effective leader and empower your team The secret formula to cloning yourself The financial and personal rewards of putting your business on auto-pilot Just imagine what you could do with another you...or two! *Clone Yourself* is the missing manual every entrepreneur needs to attract, develop and lead their dream team. The time has come to step into your new role as Chief Visionary Officer and finally do the epic things you were meant to do.

The EOS Life - Gino Wickman 2021-09-21

Do what you love—with people you love. Make a huge difference. Get compensated accordingly. And still have time for other passions. The *EOS Life* will help you to discover, clarify, and customize the life you want to live: one where you do what you love every day, with the people you love doing it with—while at the same time making a huge difference and impact, getting compensated very well for doing it, and still having plenty of time to pursue other passions, hobbies, and interests that energize you. From Gino Wickman, creator of the Traction Library, *TheEOS Life* will give you practical, real-world, time-tested tools and insights to maximize your productivity, vitality, happiness, and work-life balance. This book is a must-read for all entrepreneurs and their leadership team members interested in living their ideal life.

The Human Team - Jeanet Wade 2020-11-10

In her breakout business book, corporate coach and business guru Jeanet Wade distills the essence of team and company success. The secret sauce to great teams, vibrant organizations, and happy people? Human Nature. In a series of engaging and provocative chapters, she combines business research with anecdotes from her career and her executive client sessions, showing how we can attend to human needs by clarifying assignments, showing baseline consideration, and inspiring confidence. Poignant personal profiles, cutting-edge research, and the keen insight of a successful businessperson add vibrance and dynamism to each chapter, making for a compellingly readable and eminently useful book. If you want an inexpensive way to win the global war on talent and ensure your company can navigate disruption, this book is for you.

Traction - Gabriel Weinberg 2015-10-06

Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but *Traction* is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier—fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard evidence that you're on the right path. *Traction* will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You'll learn, for example, how to: ·Find and use offline ads and other channels your competitors probably aren't using ·Get targeted media coverage that will help you reach more customers ·Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates ·Improve your search engine rankings and advertising through online tools and research Weinberg and Mares know that there's no one-size-fits-all solution; every startup faces unique challenges and will benefit from a blend of these nineteen traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons and examples in *Traction* will help you create and sustain the growth your business desperately needs.

Flat Army - Dan Pontefract 2016-01-26

Reprint of the title published by John Wiley & Sons, c2013.

How to Be a Great Boss - Gino Wickman 2016-09-13

If your employees brought their "A-Game" to work every day, what would it mean for your company's performance? Studies have repeatedly shown that the majority of employees are disengaged at work. But it doesn't have to be this way. Often, the difference between a group of indifferent employees and a fully engaged team comes down to one simple thing—a great boss. In *How to Be a Great Boss*, Gino Wickman and Rene' Boer present a straightforward, practical approach to help bosses at all levels of an organization get the most from their people. They share time-tested tools that have worked for more than 30,000 bosses in every industry. You can learn to be a great boss—and dramatically improve both your organization's performance and your team's excitement about their work. In this book you will discover: How to surround yourself with great people How to make more effective use of your time The difference between leadership and management and why they're equally important The five leadership practices and five management practices of all great bosses How to create accountability How to develop productive, relationships with each of your people How to deal with direct reports that don't meet your expectations How to Be a Great Boss provides practical tools that you can apply immediately with your people, allowing you to focus on improving and growing your organization and truly enjoy what you do.

Heroic Leadership - Chris Lowney 2009-04-30

Leadership Principles for Lasting Success Leadership makes great companies, but few of us truly understand how to turn ourselves and others into great leaders. One company—the Jesuits—pioneered a unique formula for molding leaders and in the process built one of history's most successful companies.

this groundbreaking book, Chris Lowney reveals the leadership principles that have guided the Jesuits for more than 450 years: self-awareness, ingenuity, love, and heroism. Lowney shows how these same principles can make each of us a dynamic leader in the twenty-first century.

The Military Guide to Financial Independence and Retirement - Doug Nordman 2011-06

"Filled with examples, checklists, websites, and a rich collection of appendices that deal with inflation, multiple income streams, and the value of a military pension, this book is essential reading for anyone contemplating retiring from the military"--From publisher's website.

Built to Sell - John Warrillow 2011-04-28

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company-even if it's profitable-can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: * Teachable: focus on products and services that you can teach employees to deliver. * Valuable: avoid price wars by specialising in doing one thing better than anyone else. * Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

The Age of Speed - Vince Poscente 2008-08-26

To succeed in today's ever-accelerating world, speed is the name of the game. Forget "slow and steady wins the race." The key to getting ahead is not fighting or hiding from speed, but embracing speed and using its power to your advantage. As Vince Poscente demonstrates in this rewarding and, yes, fast-paced book, speed has a unique ability to enrich your life. He empowers you to take control of your time, your tasks, your priorities, and your talents, and start making life everything you want it to be. Twenty new tips-exclusive to this paperback edition-show you how to: • recognize the difference between repetitive chores and passionate pursuits, and assign the appropriate amount of time and energy to each • mentally shatter the outdated idea that work, home, and leisure should be completely separate, and create a new, purpose-driven model of organizing your time • discover how to control interruptions, including how and when to accept them-by learning when to multitask and when to focus Speed provides amazing benefits-you become more conscious of how you spend your time, understand your authentic purpose, and find yourself more flexible and open to new opportunities. When you harness the power of speed, your life and work become less stressful, less busy, and more balanced. What are you waiting for? Praise for The Age of Speed: "The Age of Speed is your bible to surf the speed tsunami that's overtaking business and life." -Scott Cook, chairman and co-founder, Intuit "Thought-provoking . . . It's time to make peace with the whoosh of your 24/7 lifestyle." -Time "[Vince Poscente's] counterintuitive notion of embracing speed rather than coping with it will change the way people live and work." -Stephen M. R. Covey, author of The Speed of Trust

Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically

Successful Businesses - Joe Pulizzi 2015-09-04

The NEW Rulebook for Entrepreneurial Success What's the surest way to startup failure? Follow old, outdated rules. In Content Inc., one of today's most sought-after content-marketing strategists reveals a new model for entrepreneurial success. Simply put, it's about developing valuable content, building an audience around that content, and then creating a product for that audience. Notice a shift? Author Joe Pulizzi flips the traditional entrepreneurial approach of first creating a product and then trying to find customers. It's a brilliant reverse-engineering of a model that rarely succeeds. The radical six-step business-building process revealed in this book is smart, simple, practical, and cost-effective. And best of all, it works. It's a strategy Pulizzi used to build his own successful company, Content Marketing Institute, which has landed on Inc. magazine's list of fastest growing private companies for three years straight. It's also a strategy countless other entrepreneurs use to build their own multi-million dollar companies. Build an audience and you'll be able to sell pretty much anything you want. Today's markets are more dynamic and customers are more fickle than ever before. Why would you put all your eggs in one basket before securing a loyal customer base? Content Inc. shows you how to get customers first and develop products later. It's the best way to build a solid, long-lasting business positioned for today's content-driven world. This is the simple but profoundly successful entrepreneurial approach of one of today's most creative business minds. A pioneer of content marketing, Pulizzi has cracked to code when it comes to the power of content in a world where marketers still hold fast to traditional models that no longer work. In Content Inc., he breaks down the business-startup process into six steps, making it simple for you to visualize, launch, and monetize your own business. These steps are: • The "Sweet Spot": Identify the intersection of your unique competency and your personal passion • Content Tilting: Determine how you can "tilt" your sweet spot to find a place where little or no competition exists • Building the Base: Establish your number-one channel for disseminating content (blog, podcast, YouTube, etc.) • Harvesting Audience: Use social-media and SEO to convert one-time visitors into long-term subscribers • Diversification: Grow your business by expanding into multiple delivery channels • Monetization: Now that your expertise is established, you can begin charging money for your products or services This model has worked wonders for Pulizzi and countless other examples detailed in the book. Connect these six pieces like a puzzle, and before you know it, you'll be running your own profitable, scalable business. Pulizzi walks you step by step through the process, based on his own success (and failures) and real-world multi-million dollar examples from multiple industries and countries. Whether you're seeking to start a brand-new business or drive innovation in an existing one, Content Inc. provides everything you need to reverse-engineer the traditional entrepreneurial model for better, more sustainable success. Joe Pulizzi is an entrepreneur, professional speaker, and podcaster. He is the founder of several startups, including the Content Marketing Institute (CMI), recognized as the fastest growing business media company by Inc. magazine in 2014. CMI produces Content Marketing World, the world's largest content marketing event, and publishes the leading content marketing magazine, Chief Content Officer. Pulizzi's book Epic Content Marketing was named one of Fortune magazine's Five Must Read Business Books of the Year.