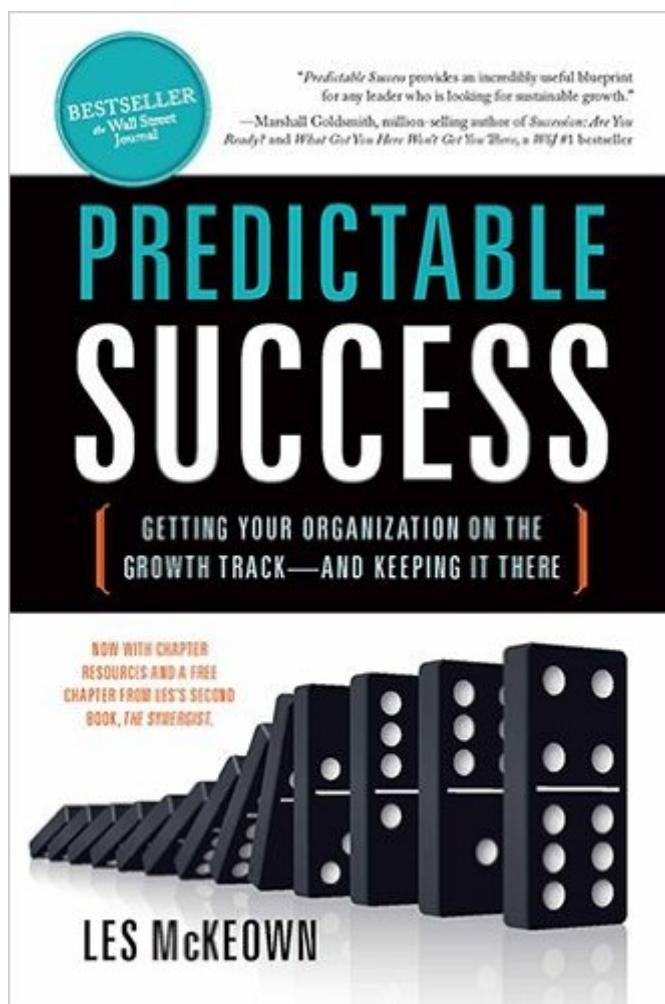


The book was found

Predictable Success: Getting Your Organization On The Growth Track--and Keeping It There



Synopsis

FROM THE WALL STREET JOURNAL BESTSELLER No matter what kind of organization you work for, whether it's your own small business or a global Fortune 100 company, your number-one goal is success. Predictable Success takes you step-by-step through a startlingly simple, intuitive, and universal process that shows you how to bring sustained, lasting, predictable success to your organization. Find out where your organization is today and take the uncertainty out of tomorrow as you make the journey towards Predictable Success.

Book Information

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Customer Reviews

While it is often easy to see patterns of failure in business, it is very challenging to replicate success. That is why I was so intrigued with the methodology behind Les McKeown's new book Predictable Success. I have engaged with over a thousand entrepreneurs and businesses in my career and Les' insights on how to structure and manage an organization would provide value to every single one of them, from start-up to Fortune 500. Les describes seven stages of the business lifecycle, with Predictable Success being at the peak. First he describes how every business starts out in a struggle to find a sustainable and profitable market for your products/services before your capital runs out. This can take up to three-five years to master and there are pretty much two options- you succeed and move on to the next stage or if your capital runs out you fail, which happens to upwards of 85%+ of all new businesses. I know there are a lot of folks professing bootstrapping strategies, but as Les's model demonstrates, if you run out of capital before you find

that sustainable, profitable market, you will end up in that majority end of the statistics. The compromise: be frugal and scrappy in your expenditures, but still have that capital available to give your business enough time to get its legs underneath it. If you make it out of the early struggle, Les says you get to a high-growth stage called "Fun" (his highly technical term for it). The business grows rapidly, you begin to see the fruits of your labor, but as you grow, your business becomes more complex. Eventually, in your business' growth, you will get to a point where systems and processes are needed and the entrepreneur(s) can't just manage the business viscerally.

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