



DO BUSINESS FASTER™

Jim's Profit Accelerator 110: Not about Succession

This book is not about succession, in spite of its title. Yes, it provides pragmatic insights for CEOs who contemplate some kind of succession.

The truth is simpler, however. It's a book about how to grow your company's earnings—and how do it quickly, with a high promise of success. Of course it's not magic (there's no fire-walking here), but it's a collection of nuggets that most folks can apply immediately to most businesses.

It clarifies the highlights of techniques that have delivered dramatic growth to firms in manufacturing, health care, architecture, financial services, retailing, software, and electronics. The common element in these successes is elite leaders with the curiosity and grit to bring their business to new, higher levels of performance.

SPEED BUMP: Curiosity and grit can solve your Red Zone* problem.

*(Red Zone is football talk for the last five yards to the goal line.)

Here's how it works: Look past your experience to your curiosity, which by definition means something that you haven't mastered. This book will give you 36 quick-hit tools that have helped others break through the daily grind to much better results. Let your curiosity pull you into each topic to see what strikes your interest. That's a clue for what to do next (since knowing doesn't pay; only doing pays).

SPEED BUMP: This book is a hit for your daily "library" reading.

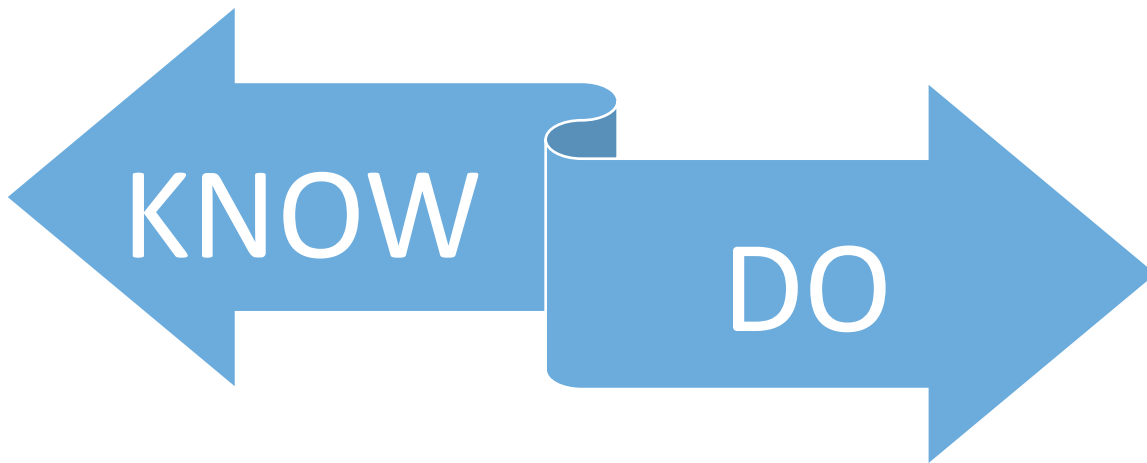
Use an idea from this book to pull you from "we do it this way" to "I wonder if we could do this?" Reaction check: If you're saying to yourself "I already do this," you're likely stuck in your past.

And the *grit* part? Grit is the combination of discipline and pleasure in learning to do better, and then doing better. It moves from "driven to do better" to actually moving continually into unfamiliar territory and working to master it. It's a constant movement toward the goal. This book is full of ideas calling for you to try them out.

Here's a self-test: If no idea in this book is worth trying, what exactly is your self-improvement activity this month?

The other gap: When I look at myself, I find that I dismiss ideas because I already "know them." But that's not the question. The question is which idea did I act on today? Knowing is fine, but doesn't go nearly far enough.

SPEED BUMP: This book can help close the gap between knowing and doing.



The success disease wilts curiosity and risk, in the face of pressure to deliver earnings. It suffocates both satisfaction and innovation. As these slide through your organization, daily work shifts from trying new ways to delight customers to protecting yourself from criticism. As that takes hold, the wilting accelerates, taking the business with it.

ACCELERANT: What new technique will you try today?

For more information on how you can accelerate revenues and profits in your business, please call or email me.

For more information, visit www.grewco.com.

Jim Grew, the Business Defogger and Accelerator, helps leaders discover hidden opportunities within their businesses and exploit them for dramatic results. Jim has led 9 businesses, worked in 31 companies at C-level, and is an expert in strategy and executive leadership. He presents regularly to industry groups, mentors business leaders, and shares insights in his Executive Letter (above). Jim holds BA and MBA degrees from Stanford University. In his new book, *The Other Side of Succession*, he shares how to plan for the future by growing your business now.

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