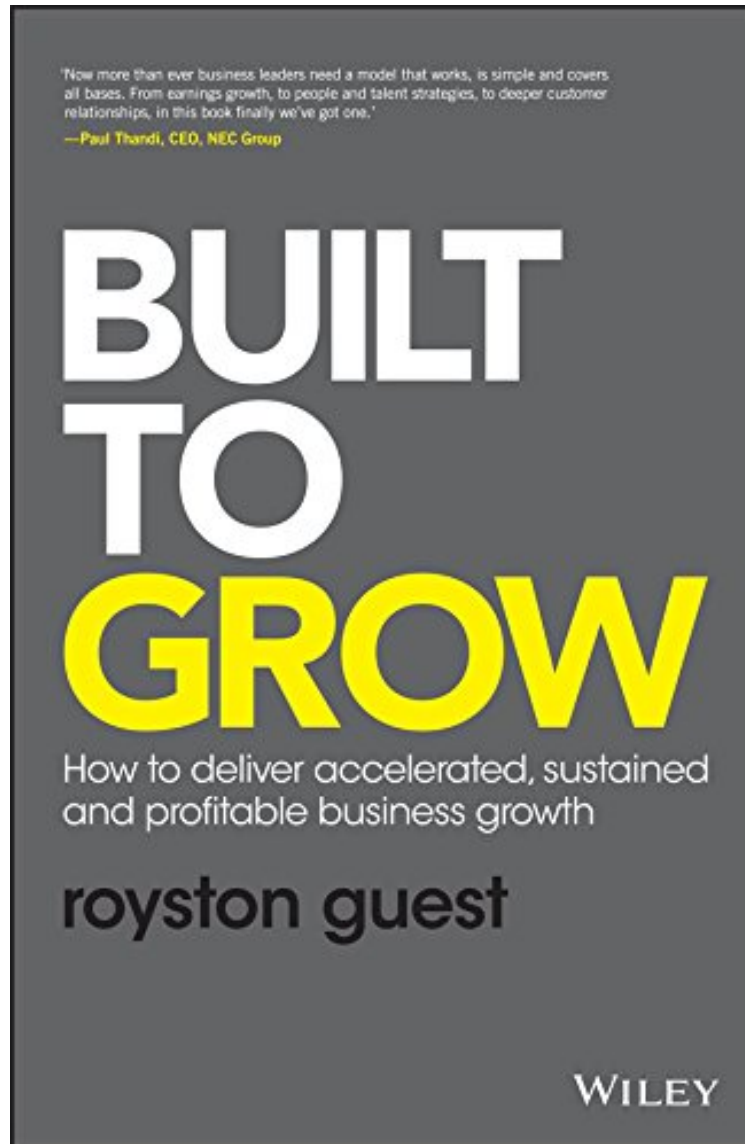


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# Built to Grow: How to deliver accelerated, sustained and profitable business growth

*Royston Guest*

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**Royston Guest : Built to Grow: How to deliver accelerated, sustained and profitable business growth** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Built to Grow: How to deliver accelerated, sustained and profitable business growth:

0 of 0 people found the following review helpful. Practical and Inspiring By Rebecca Haden At one point, the author of this book quotes Antoine de Saint-Exupery: "If you want to build a ship, don't drum up people to together to collect

wood... but rather teach them to long for the endless immensity of the sea." This book is built around the idea of getting the mindset right and then taking practical action. It's a very practical book, with step by step strategies for identifying and refining goals, aligning them with market potential, developing a compelling value proposition, connecting with customers, and much more. But the foundation of the strategies is excellence and giving, so there's definitely an inspirational component as well. This is a very accessible book, with clear explanations and real-world examples (but not page after page of stories -- I'm over that, and you might be, too). Each chapter has a summary that clearly outlines the main point of the chapter, and charts and diagrams to help clarify concepts. There are other books that make similar points, but the completeness of this one, and the underpinnings of purpose and value, make it a great choice for reading all the way through, and for keeping on your shelf for future references. 0 of 0 people found the following review helpful. Usable Guide By Antigone Walsh Part pep talk and part business manual, this book is well written and smartly organized. It is a book you can work along with. The steps are small and doable. Although much of the content is familiar, it is presented in an engaging, motivational way. It is chock full of tips and techniques and contains charts and diagrams. The author advocates not just fast growth but fast growth with meaning and purpose. This is a usable guide that helps you bring your business dreams into reality. 0 of 0 people found the following review helpful. Perfect book for Startup Business! By Smart4 This book came at the perfect time for us. My husband and I are launching a startup in the coming weeks, and although we've successfully built, ran and operated (and sold) a web development and hosting company for the last 20 years, it's hard to start from scratch all over again. Built to Grow is actually going to help us do a better job from the ground up in setting up and running a lot better than we did the last time around!

Isquo; This book is straightforward, factual and to the point. Any Leader responsible for business growth should read it! A blueprint full of practical ideas and tools to inspire you into action' -- Craig Donaldson - Chief Executive Officer, Metro Bank (RANKED NUMBER ONE IN GLASSDOOR'S HIGHEST RATED CEO 2016) If you asked a cross-section of business leaders, business owners and entrepreneurs what their biggest business challenge is, you would probably hear the same recurring thought: growing their business in a sustainable, predictable, yet profitable way -- quickly. It's a reality that most businesses and individuals never reach their full potential, always yearning for the 'thing' that will catapult them into significance, but never really finding it. Whether you're an entrepreneur starting out, or a director, executive or business leader climbing the corporate ladder, the building blocks of Built to Grow are universally applicable. Developed in the real world laboratory of thousands of businesses in twenty-seven countries spanning over two decades, Built to Grow is a proven, time-tested model to unlock the real potential in your business. Avoid the common pitfalls of a trial and error approach to business growth. Built to Grow is full of practical strategies, tools and ideas, backed up with real world case studies to illustrate what can be achieved - leaving you equipped to transform your businesses performance and drive tangible results. Built to Grow is destined to become your handbook, your 'go to' guide, your roadmap to accelerated, sustained and profitable business growth.

"A useful book, and one to keep in mind as you strive to deal with the daily challenges and mini upheavals that come along in all businesses." (Irish Tech News, December 2016) From the Inside Flap Why is it that some people achieve phenomenal success and spend their lives living their dreams and achieving their personal and professional goals whilst others fail to realise their true potential? Success doesn't just happen. Built to Grow is your success formula: full of proven time-tested ideas, strategies and tools to inspire, motivate and energise you into action. Accomplished strategist, consultant and success coach, Royston Guest, will captivate you with a fast moving combination of stories, case studies, examples and 'real world' thinking which deliver results fast. You'll develop the mind-set, skillset and toolset to fast track your success. Built to Grow is your game plan, your blue print to deliver accelerated, sustained and profitable business growth and through the process become the architect of your own destiny. From the Back Cover "This book is straightforward, factual and to the point. Any Leader responsible for business growth should read it! A blueprint full of practical ideas and tools to inspire you into action' -- Craig Donaldson - Chief Executive Officer, Metro Bank (RANKED NUMBER ONE IN GLASSDOOR'S HIGHEST RATED CEO 2016) If you asked a cross-section of business leaders, business owners and entrepreneurs what their biggest business challenge is, you would probably hear the same recurring thought: growing their business in a sustainable, predictable, yet profitable way - quickly. It's a reality that most businesses and individuals never reach their full potential, always yearning for the 'thing' that will catapult them into significance, but never really finding it. Whether you're an entrepreneur starting out, or a director, executive or business leader climbing the corporate ladder, the building blocks of Built to Grow are universally applicable. Developed in the real world laboratory of thousands of businesses in twenty-seven countries spanning over two decades, Built to Grow is a proven, time-tested model to unlock the real potential in your business. Avoid the common pitfalls of a trial and error approach to business growth. Built to Grow is full of practical strategies, tools and ideas, backed up with real world case studies to illustrate what can be achieved - leaving you equipped to transform your businesses performance and drive tangible results. Built to Grow is destined to become your handbook,

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