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Unstuck: 10 Proven Strategies For Breaking Through The Barriers To Small Business Growth

10 Proven Strategies
For Breaking Through The Barriers
To Small Business Growth



Unstuck Business Academy



Synopsis

Stuck happens. Every business gets stuck from time to time. We fantasize about running up the smooth, upward trajectory of growth but there are hurdles, there are setbacks, and there are pits of quicksand along the way. How we launch and build momentum may work for a season, but change and complexity materialize, throwing fistfuls of sand into the gearbox. In short, growing pains are a normal part of running a business. Who knew there were so many ways to get bogged down by people, process, financial, and marketing issues? If your growth trajectory is stalling out, welcome to the 99% club. Stuck happens. The key to success is to get unstuck as quickly as possible. With over 235 years of combined business experience, the 10 authors of this guidebook encountered many of the same hurdles you are facing right now. By pooling those decades of practical knowledge and addressing the common barriers facing business leaders, we can provide you with the keys to unlock your company's growth potential.

Steve Woodruff • Terry Lancaster • Juliana Stachurski • Steve Byington • Terry Luker • Thom Coats • Kayla Barrett • Jim Bob Howard • Cindy Beresh-Bryant • Craig Paxson

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Customer Reviews

I have read a lot of business books, and I would put this book in my top ten. There are many books on business strategy, leadership, growth, and so on, but this book addresses both these core elements and specific "how tos" to put these critical ideas into action. This is perhaps the single best book I've ever read that clearly lays out precisely what company stakeholders must do to lead and grow through multiple phases. I have now read Unstuck three times cover-to-cover and have recommended it to dozens of people in my network. This is a must-read book if you want to understand how to grow your business with discipline and build a sustainably successful organization.

What a great find. Concise, insightful analysis of the things I just plain overlooked or never even thought of. Tips on how to put strategies into effect that maximize my time and eliminate wasted effort. Plus, as I was reading this book it went from subject to subject and I could almost check the list off against the last 15 years of my life. Problems or situations I've seen and either hired someone else to deal with or ignored altogether. Thanks to the knowledge I gained, I went to an event recently and left with more business cards and even a lunch invite to talk over a possible project. Not to mention, going in to a networking event with a strategy, I didn't feel like such a dork. Now, I'm not saying I wasn't dorky, but I felt confident. I had a plan. Bottom line this book paid for itself.

What a fun experience to be part of this project. This book provides practical tips and resources that impact multiple aspects of a business. It's so normal for a business owner to get "stuck" from time to time. And when that happens, you need a quick go-to resource to get your mind thinking differently about your barrier. My colleagues do a great job in short amount of pages to provide insights that provide real value to your business. Worth the read and a valuable resource to have at your finger tips.

An excerpt, about gaining Clarity of direction for your business: "Many businesses hesitate to come to a more defined direction because they don't want to turn down any opportunity but it is that very mindset that will sink all efforts at clarity. Many opportunities are wrong for your company. It is up to you to define your sweet spot. One phrase I use often is, 'Not all business is good business.' By pro-actively deciding in which direction good 'sweet-spot' business is likely to be found, you dramatically increase your chances of long-term success."

No matter where you are "Stuck" in your business, this well written resource is your key and pathway to get "Unstuck!" We all live in a very busy world full of "noise" that can distract and overwhelm even the most savvy business owner causing them to slow to a snail's pace. Hence, they aren't sure where to turn or who they can reach out to to get going again. Having found myself there a few times, there's no magic pill or Google search that can solve every situation. However, this book will provide you with tips and strategies to create efficiency and minimize wasted resources while increasing productivity and helping you break through your barriers. The concise writing style gives you 10 strategies along with practical advice to get you moving again quickly without a lot of fluff. Get this book and get Unstuck today!

Perfect for small business owners wanting to grow. I would describe this aptly named book like this: 10 Proven Strategies for Breaking Through the Barriers to Small Business Growth. It doesn't get more straightforward than that. The Terry Lancaster books I've read have that common quality. They are direct and actionably helpful. Highly recommended.

This book is refreshingly clear and concise. I found value every few pages because each of the 10 strategies includes practical advice or questions that caused me to think...I mean REALLY THINK! In the first chapter alone, I took a page of notes that helped me hone in more clearly on my best (and worst) customers. This book doesn't waste time building a story. It gets to the point fast. The authors know being stuck is painful. So they help you get unstuck fast. Thanks! If you are stuck don't waste another minute. Buy this book and read it today.

Wow! I have had the pleasure working with and around several of the authors of Unstuck: these ladies and gentlemen get it. They understand how treating people as you should and truly wanting to help others is the clearest path to business success, prosperity and monster growth!

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