

CONTENTS

Prologue

No Matter How Good Your Business, It Can Always Be Better. **xiii**

Part 1

Blockages – 5 Common Ones and How to Eliminate Them. **1**

CHAPTER 1

Identify The Thing That Irritates You Most Daily. **5**

CHAPTER 2

Tragic Person In Mission-Critical Job **19**

CHAPTER 3

Tech Guy, Supplier, or Key Employee Holds You Hostage **29**

CHAPTER 4

No Open Channel To Innovation or New Markets. **41**

CHAPTER 5

No Time or Commitment To Learn. **53**

Part 2

Symptoms – Spot Symptoms To Diagnose Hidden Business Illnesses. **65**

CHAPTER 6

Self Sabotage. **71**

CHAPTER 7

Fighting Fires Instead of Fire Prevention **87**

CHAPTER 8

Status Quo is Latin for Not Evolving: Don't Settle **95**

CHAPTER 9

Waiting for the "Right" Time to Change **103**

CHAPTER 10

Listening to Other People Versus Doing What Other People Tell You **109**

Part 3

Healing The Business (While Healing Yourself) **113**

CHAPTER 11

Guaranteed Re-launch Strategies. **117**

CHAPTER 12

Team Results Without Team Pitfalls **125**

CHAPTER 13

Win, Win – Profit **131**

CONTENTS *(continued)*

CHAPTER 14

*Believable Feedback Produces
Unbelievable Results* **135**

CHAPTER 15

*Employee Buy-in in EVERY
Department* **141**

Part 4

Succeed Like the Medicis . . **145**

CHAPTER 16

What's The Big Idea? Sell It. **149**

CHAPTER 17

*Profit Now While Building For
50 Years* **153**

CHAPTER 18

*Networking a la the Medicis –
Amici Degli Amici (Friends of
Friends)* **161**

CHAPTER 19

*Lessons From the Medicis:
Centuries on the Global 100 List
.* **167**

Part 5

*Take This Book... And Run
With It – NOW!* **173**

CHAPTER 20

Decide Now **179**

CHAPTER 21

Act Now **183**

CHAPTER 22

Start Now **189**

CHAPTER 23

Change Now **193**

CHAPTER 24

Succeed Now **197**

EPILOGUE & EXECUTIVE SUMMARY

*Your Take Away – The
Ultimate Secret for Business
.* **201**

ABOUT THE AUTHOR

Ainslie Waldron, mba **211**