

The Breakthrough Company How Everyday Companies Become Extraordinary Performers Keith R Mcfarland

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the vast majority of small businesses stay small and not by choice only the most savvy and persistent a tiny one tenth of one

percent break through to annual sales above 250 million in the breakthrough company keith mcfarland pinpoints how everyday companies become extraordinary showing that luck is a negligible factor rather breakthrough success turns out to be associated with a clearly identifiable set of strategies and skills that anyone in any business can emulate from small startup to industry leader encouraged by experts such as business legend peter drucker and good to great author jim collins to identify the drivers that enable a company to push past the entrepreneurial phase mcfarland spent five years building and analyzing the world s largest growth company performance database and interviewing more than 1 500 growth company executives on four continents his goal was simple to identify the secrets of breakthrough the breakthrough company is the result winnowing a study pool of more than 7 000 companies down to nine that have made the transition to major player status mcfarland highlights real world tools and myth busting insights that can be used by anyone wanting his or her business to join this exclusive circle among the book s takeaways common wisdom holds that the founders and core entrepreneurial leaders of a company must step aside for the business to reach the next level not true as long as founders crown the company instead of themselves it s not reckless to make ever escalating bets on your company s future even going nose to nose with competitors many times your size in fact it turns out that the only safety comes in constantly upping the ante in exactly this way a business bermuda triangle does exist gobbling up companies on the verge of breakthrough presented here are three ways to navigate this potentially deadly hazard successfully however good you are or think you are you can t do it alone learn how to surround your company with networks of outside resources aka scaffolding and how to enlist the aid of insultants people who are willing to question a firm s existing assumptions and ways of doing business with powerful and specific action steps concluding each chapter and invaluable advice on virtually every page from business leaders who ve taken their companies to extraordinary levels of growth and profitability the breakthrough company is one of the most provocative inspiring and instructive business books you ll ever read

why do many people and companies crumble in the face of difficulty while others use adversity to bounce back even stronger here from new york times bestselling author keith mcfarland is a leadership fable for those wary of fables a story that rejects pat heard it before advice and shows in a startlingly fresh way how to use challenges to make both yourself and your organization stronger mike maloney division manager for boston area tech firm crx returns from a business trip late one night feeling demoralized his unit is about to lose its biggest customer and its most valuable employee mike wonders how much longer he and his staff can keep up their relentless work schedule and meet upper management s new request for cost cuts something has to give hoping to blow off steam he heads to a gym where he runs into joe a former army ranger after listening to mike vent

about the cards he's been dealt the ex soldier says sounds like your company is ready to bounce mike looks confused so joe begins tutoring him in lessons from the battlefield it is precisely when all seems lost says joe that the opportunity exists to rethink a situation and make real progress over the next two weeks joe turns mike's view of himself and his company upside down despite his ivy league mba and extensive experience running companies mike has a lot to learn from this young grunt just back from afghanistan for example he learns that under pressure people experience two kinds of anxiety one that hurts performance and one that helps it mike uses the insight to get his troops running toward the sound of gunfire and in the process learns that bounce can happen outside the workplace too with joe's help he finds his own personal bounce drawing inspiration from such sources as the work of m i t social scientist ed schein the film saving private ryan and his own experiences as a ceo leading companies mcfarland cleverly weaves a story whose practical insights can be put to use immediately with an invaluable wrap up section at the book's end that analyzes each of the key ideas and shows how they can be applied in work and personal life bounce may be the most indispensable guide to facing challenges ever written from the hardcover edition

making and fulfilling your dreams as a leader enables you as a leader regardless of organizational level to truly make a difference it equips you to mobilize people to achieve shared aspirations in creating a desired future you will be able to apply the strategic framework model presented in making and fulfilling your dreams as a leader on an ongoing basis to establish your organizational identity and direction to anticipate and constructively address business opportunities and challenges carl is the most creative pragmatic and thoughtful organizational consultant i know he has helped me address numerous organizational problems and situations tom bjornson president claremont behavioral services carl and clay were able to take strategic planning in our branch business units from nowhere to somewhere during a time when we needed a clear vision of growth as a ntse company of 3 billion in revenue this was no small task we were on a tight schedule and needed their expertise their process was a terrific help in allowing us to achieve our long term objectives mark e boitano executive vice president and coo granite construction inc carl always adds breadth depth and clarity to any strategy discussion i am particularly impressed with his realistic fad free perspective nort croft project manager lawrence livermore national laboratory

the breakthrough company is one of the most provocative inspiring and instructive business books you'll ever read containing invaluable advice from business leaders who've taken their companies to extraordinary levels of growth and profitability the vast majority of small businesses stay small and not by choice only the most savvy and persistent a tiny one tenth of one percent break through to annual sales above 250 million in the breakthrough company keith mcfarland pinpoints how everyday companies become extraordinary showing that luck is a negligible factor rather breakthrough success turns out to be

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