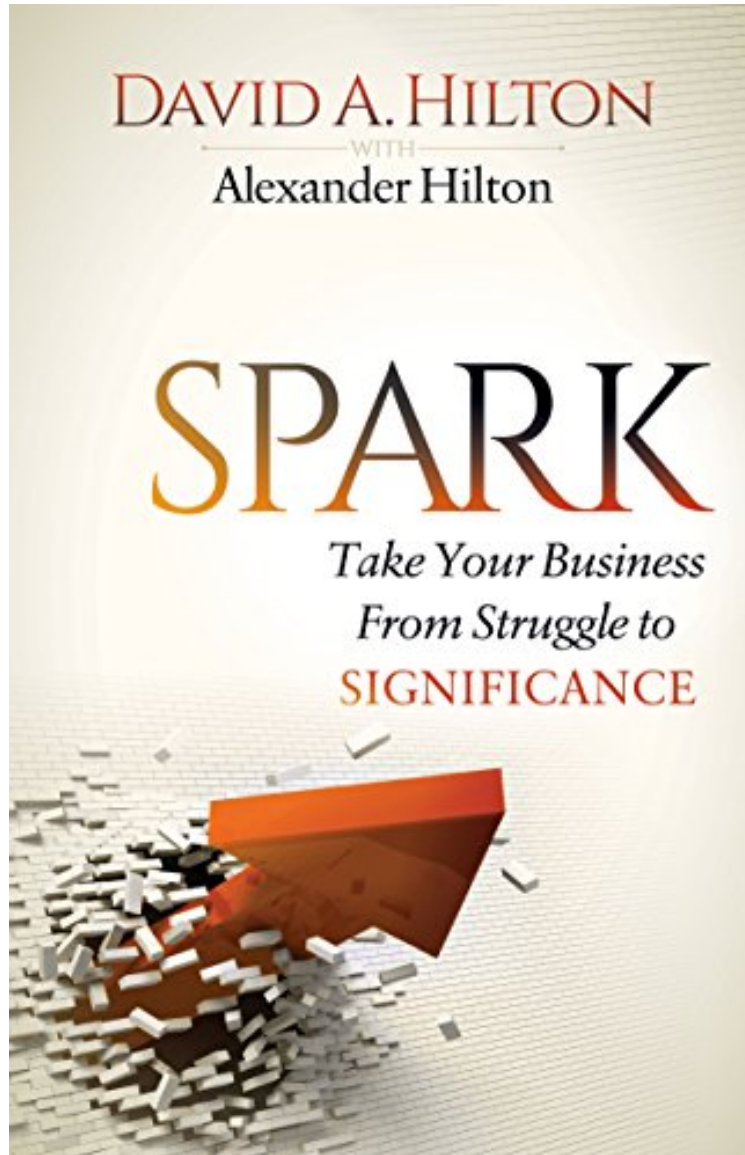


[Free] Spark: Take Your Business From Struggle to Significance

Spark: Take Your Business From Struggle to Significance

David A. Hilton

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David A. Hilton : Spark: Take Your Business From Struggle to Significance before purchasing it in order to gage whether or not it would be worth my time, and all praised Spark: Take Your Business From Struggle to Significance:

3 of 3 people found the following review helpful. I have experienced struggle and realized fantastic success, much like the hero "Jack" By Scott Hedrick Reading David's new book "Spark" brings back memories to me: I have experienced struggle and realized fantastic success, much like the hero "Jack". After college I started working in my parents' sports equipment store — the proverbial Mom-and-Pop shop. At the time the

Big Box Sports stores were taking a toll on our small, local business. We just could not compete with their ability to offer a wider selection at lower prices. I wanted to be more than a small town business and more importantly, I wanted to save our family business from a slow demise. To increase revenue, we took a chance with the then new concept of on-line ordering. The business grew but fulfilling online orders detracted from providing the level of service in-store customers deserved. A new business model was needed. We sought answers, read books and received advice. I was very fortunate to become a client of David Hilton at this time. His advice and our ability to take action launched our business like a rocket. While there were challenges along the way, David was there to guide us. We still had to do the work, but I was not alone, experimenting with solutions. In short, we focused on the on-line business, simplified the product offering and maximized the customer experience. We learned how to hire the right people for the company culture, and provided our people (employees) clarity of expectations, with the resources and training to excel in their job. We also learned the power of systematization for the business. Though there has been a lot of luck on this road, I know that commitment and unwavering effort combined with great advice (at the right moments) is a no-fail strategy. I believe the principles in this book can help others do the same.

1 of 1 people found the following review helpful. A Business-Fiction-Drama! Really good too. By SunapeeLady This book is a great read AND informative: a must for all business owners (regardless of company size or industry) and entrepreneurs just starting out. Heck, the story is so good that even folks who are employees would enjoy reading it because they can personally relate the story to the foibles of their bosses. "Sparkrdquo; is essentially a Business- Fiction- Drama, which seems like an oxymoron, but the authors have successfully pulled it off. The story is about Jack, a young man who decides to launch his own business and the troubles he encounters along the way to become successful. Want the inside scoop? The story, written by Alexander Hilton (David's son!), is wrapped around the business principles taught by David Hilton, a successful business coach (that part you knew). The story is so compelling, you may have to go back and re-read the book to pull out the business lessons. Which you will want to do if you want to save yourself time and trouble by relearning lessons already available to you in this book. You will enjoy and benefit from Jack's journey. I did.

1 of 1 people found the following review helpful. Highly Recommend By Montana Reader Excellent business advice woven into a fictional story for an easy, yet educational, read. As the story unfolds, we see both bad and good decisions and the impact they can have on a business. I will be opening a medical practice in the next year and have been feeling a bit overwhelmed with where to start and with all I have to do. This book, recommended to me by my partner who Mr. Hilton is working with on business coaching, helped to settle some of the anxiety and make me see that it is doable after all. It is a short four to five hour read and because it is written as a novel, the time flies by. In fact, I got so engrossed in the story that I had to stop myself several times to go back and highlight pertinent passages. I found this to be a very effective way for Mr. Hilton to deliver his message and I definitely recommend this book to any business owner or future business owner.

Have you ever dreamed of running your own business? Or are you running your own business and wondering how to grow it to the next level? Most startups fail for these key reasons: 1) You started your business without a clear sense of purpose. 2) Poor Management 3) Lack of understanding the customer. David Hilton will pull you out of the details and enable you to see the business from a higher perspective---a perspective that shows you where you are in the journey of your building your company. You will find that the challenges you have are just that: challenges, not insurmountable problems. You will: 1) Understand your personal driving force to be successful, so that you are creating what is right for you. 2) Know and understand your ideal customer, such that you become the "go to person" for target market. 3) Learn how to build and manage your high-performance team. In this fast-paced allegorical non-fiction, our hero is about to learn all the lessons of business the hard way so that you do not have to. His story is a combination of a fast-paced novel with compelling, impactful and eminently executable business lessons. Join Jack's journey and take your business from struggle to success, where you'll find more time, more money and, more importantly, more freedom.

About the Author David Hilton, MBA, M.Ed., started out working in his family's "mom pop" business, but realized that he had bigger dreams. He grew that business through many struggles to a multi-location, multi-million-dollar business where he hired, trained and managed over 500 people. As a CEO coach he has helped more than 250 other business owners take their businesses from struggle to success. Excerpt. copy; Reprinted by permission. All rights reserved. As I was writing this down, Vern summarized, "Goal-setting is the process that drives your business forward. Whether it is company-wide, "big-picture" goals or narrow, specific goals for a particular employee, setting goals is one of the most important duties of a leader." He jerked the pad out of my hand, my pen trailed a line off the page as he did. He looked at what I had written. "Good. Not great, but, at least, it is written now." He continued his impromptu class. "Right now you are self-employed---you are not running a business. A one-person business works in some cases, like for psychiatrists, lawyers, and a few professions, but their success is completely tied to their actions; if they get sick, they don't make money." He paused. "Think about it like this: Do you need to hammer every nail when you work? It takes hours of your time, and the

task isn't that specialized, so why not outsource it or hire someone else to do it? Your time needs to be focused on the highly skilled aspects of your business. Delegating some or part of your jobs not only frees up time but also allows you to expand. Instead of working on just one project, you could work on two, or three, or a hundred!" Everything he said made sense. I knew he was right. "In the beginning," he continued, "when you get your first employee, not only you will have to be the owner but also a manager. At some point, you might get a manager---and be careful who you hire in that role---but for now, if you can manage and delegate tasks, you will do more and have more time and be able to make the most of it. I'll talk more on this later." He lowered his head to scratch more on the tiny notepad. I sipped at my coffee. Vern must have seen my reaction to its coldness and waved to me to get another for both of us. When I returned with our coffee, Vern pushed a few sheets of paper in front of me and started talking again. "You should start understanding the purpose behind your actions." Then, pointing to the first sheet, he said, "If you focus only on the short-term future, it is easy to lose your sense of motivation. Sound familiar?" Yes, too familiar. I took a sip of my latte. "The drudgery of daily work piles up," he said, "and the only prize awaiting you upon completion is another stack of work the next day. To stay motivated and productive, you have to remember your core purpose---your long-term goal. What is it? That is the question you must answer because as soon as you take your eyes off the prize and instead focus on the short-term battles, you'll get discouraged and apathetic. My guess is that is where you are. Right?" He looked straight at me. I nodded; he had hit the bull's-eye. He continued, "Now you're probably asking yourself how to stay enthusiastic when you feel like a failure. Instead, ask yourself why you started your business in the first place. I have found over the years that the key to dealing with failure is not so much how you respond to it when it happens; rather, the key is keeping failure in proper perspective by how you approach it to begin with. Look, while failure is inevitable, failure is never final. You are going to fail, in both big ways and small ways. Business acquisitions or expansions will backfire. Employees will quit. Rather than viewing each of these events as a setback, acknowledge them as progress toward your ultimate success. In my view, every failure presents the opportunity to learn, and each one moves you that much closer to success. They're stepping stones on the road to your goal. As a business owner, you cannot afford to succumb to negativity. You set the tone for your business." Keeping his eye on me, Vern picked up his coffee and started sipping. "It can't be that simple," I said. "I can't just turn around my company overnight! I can't just become the next, well, you, just by doing these things!" I thought for a moment before blurting, "What makes great companies great?"