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# Up Your Business!: 7 Steps to Fix, Build, or Stretch Your Organization

*Dave Anderson*

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Praise for the first edition of Up Your Business! "Dave Anderson has hit another home run! Up Your Business! is an invaluable, highly readable guide that should be on the desk--and in the mind--of anyone demanding top-level performance from themselves and others." --James Strock, author, Reagan on Leadership and Theodore Roosevelt on Leadership "Up Your Business! is a powerful blueprint for companies looking to take their business to the next level. It is one of the most powerful books on business and leadership I have ever read and will be a major component of Saga Communications' leadership training." --Warren Lada, Senior Vice President, Saga Communications, Inc. "Once again, Dave Anderson puts it all together in a way that almost makes you think he's been looking over your shoulder all these years. Chapter two alone, 'Abolish Corporate Welfare: Create a Culture of Merit,' is worth the time it takes to read the entire book." --Mike Roscoe, founder and President, Horizon Communications "Finally . . . a business book that gets to the heart of what matters and creates usable templates that could help any business thrive." --Roxanne Emmerich, author, Thank God It's Monday!

"Dave Anderson has hit another home run! This book should be on the desk of anyone demanding top-level performance." -- James Strock, author Reagan on Leadership and Theodore Roosevelt on Leadership "Finally . . . a business book that creates usable templates that could help any business thrive." -- Roxanne Emmerich, author "Thank God It's Monday!" Chapter two alone, "Abolish Corporate Welfare" is worth the time it takes to read the entire book!" -- Mike Roscoe, founder and President of Horizon Communications From the Inside Flap Up Your Business! is a wake-up call for any business leader who's asleep at the wheel. It's a no-holds-barred manifesto dedicated to one thing and one thing only--making your organization perform at the highest possible level. Straightforward, honest, and in your face, this book doesn't offer empty buzzwords or mysterious acronyms or questionable cure-alls. It outlines seven no-nonsense steps you can take to fix, build, or stretch your business. Quality companies don't fall out of the sky; they're built by quality leaders. If your business is struggling, look in the mirror first, then get to work with the seven steps below: Step one: Hire the right people. With tips and tools for recruiting and interviewing, you'll learn to bring in the people who can take your business to a higher level--and get rid of the ones who can't. Step two: Replace your culture of entitlement with a culture of merit. Learn to produce positive pressure to perform and reward the people who can get you to the top. Step three: Develop the talent you bring in. Use easy step-by-step methods and proven tools to train, coach, and mentor your people. Step four: Think BIG and set unreasonable goals. Now that you've got the right people in place and built a culture of merit and success, it's time to go for it! Step five: Be the leader your business deserves. Ensure your company's growth and vitality by executing the vital daily disciplines that only a leader can accomplish. Step six: Survive success. Overcome the six temptations that undermine successful organizations. Step seven: Get down to business! Follow through on the principles you've learned and institutionalize them for sustainable, long-term benefit. Whether you lead a Fortune 500 company or a mom-and-pop small business, quality leadership is the key to success. Up Your Business! offers tried-and-true leadership and management principles that will help you take responsibility, take control, and take your business to the top. From the Back Cover Praise For Up Your Business! "Dave Anderson has hit another home run! Up Your Business! is an invaluable, highly readable guide that should be on the desk--and in the mind--of anyone demanding top-level performance from themselves and others." --James Strock, author Reagan on Leadership and Theodore Roosevelt on Leadership "Up Your Business! is a powerful blueprint for companies looking to take their business to the next level. It is one of the most powerful books on business and leadership I have ever read and will be a major component of Saga Communications' leadership training." --Warren Lada, Senior Vice President Saga Communications, Inc. "Once again, Dave Anderson puts it all together in a way that almost makes you think he's been looking over your shoulder all these years. Chapter two alone, 'Abolish Corporate Welfare: Create a Culture of Merit,' is worth the time it takes to read the entire book." --Mike Roscoe, founder and President of Horizon Communications "Finally . . . a business book that gets to the heart of what matters and creates usable templates that could help any business thrive." --Roxanne Emmerich, author "Thank God It's Monday!"