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# Visionary Business

*Marc Allen*

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# VISIONARY BUSINESS



*An Entrepreneur's Guide to Success*

MARC ALLEN

*Author of The Millionaire Course*

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**Marc Allen : Visionary Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Visionary Business:

26 of 26 people found the following review helpful. Yoda for EntrepreneursBy Bob Angell@his.com VISIONARY BUSINESS is a self-professed fictionalized account of a true story, written as a pleasing parable that is as far from a textbook as souffleacute; is from hard tack. If you need to know what it is that you need to be successful, with a healthy dose of common sense thrown in, then look no further. It is the conveyance of this high-level information that is so pleasing. What you won't get from the book are details on writing business plans, creating pro-forma cash-flow

analysis. If that knowledge is what you seek you can always pick up any number of business school texts. The 'story' opens with Mr. Allen starting a business: under-funded, overworked, and with only a vague idea of what to do. Enter Bernie, a guy whose expression he had seen before "on the Yoda doll on my dresser - the Jedi master from the STAR WARS Movies...." Hokey as it seems, Bernie sits like a Zen Monk outside watching for several days before walking in the door to become Allen's mentor. With Bernie's pleased assessment of their used furniture, "I've seen start-up companies who have put all their money into the furniture... and they went bankrupt before the year was out. They didn't invest in the future," the relationship is off to a good start. "Every company needs a business plan, whether they need investors or not," Bernie says, and then tells what it should contain including the requisite five-year cash flow projections. He goes on with advice on why partnerships don't work, how to find the keys to personal motivation for the operatives and employees that will aid in setting up the fledgling corporation, and then he leaves. Bernie is the kind of venture capitalist known in entrepreneur circles as "Angels" and he certainly proves to be a Godsend for Allen as he becomes an investor/mentor, echoing the venture capitalist credo "Never forget: I'm investing in you," underscoring that a good management team is more important than the idea. The story moves from "plan your work and work you plan," to, "find ways to solve problems without lawyers," and on into solving the problems of a maturing company before they arise. Nice and proactive. Bernie talks sense about employee benefits, pension plans, ESOPs, and the benefits of a phantom stock program. It is pleasing to watch the relationship between Bernie and Allen grow as the company does. Every successfully completed step brings the two men closer and personal advice begins to flow. This is the fatherly 'spiritual' advice so nicely woven within that points to the realities of stress on the executive/entrepreneur, and offers ways to cope. Tidbits like maintaining focus through daily quiet time, a meditation, if you will, that fully aligns oneself, including one's subconscious, toward the all important goals. Bernie offers great advice on public relations and the importance of being a positive part of the community. All Bernie's points are summarized at the end of each chapter. They are also assembled into a list of "25 Principles and Practices" at the end for easy reference. This is an excellent self-help book for entrepreneurs, as powerful as sage wisdom from Napoleon Hill, Earl Nightingale, or any other quality personal motivation source directed toward startup and growth through the full maturation cycle, from both the business and the spiritual side. It is a fast and pleasing read; one that you will want to keep close at hand. 1 of 1 people found the following review helpful. Exceptional in my humble opinion. By Soaring Spirit Exceptional book taking into account all aspects of our life when running a business. This is more a spiritual book than a technical book about how to make money. It's about the thought process that goes into creating a business as well as about the responsibility and partnership your business has with the world. I'm a big fan of Marc Allen and he delivers here. 1 of 1 people found the following review helpful. Grow any business to greater heights applying these simple principles. By Jim Donovan If you want to know how to ensure greater success and profitability in your business, devour this book. Marc Allen is the real deal. I've known him for over 10 years, have the privilege of being one of New World Library's authors, and have seen the results of applying these "Visionary Business" principles to a business, first hand.

A powerful book presenting the 12 keys of business success and the 25 principles and practices of visionary business. This transformative book has helped people all over the world to not only envision and create success but also build a truly visionary business: one that supports its employees, the community, and the environment. We meet Marc Allen's mentor Bernie, an unforgettable character who teaches Marc the ways of ethical and socially responsible business. Together they turn Marc's fledgling attempts at business into a thriving corporate success, founded on diverse principles of positive psychology, Eastern and Western spirituality, market savvy, and simple kindness. Marc finds that it's all too easy to fall prey to anxieties and negative beliefs when you set out to create your own business, especially if you are learning the details as you go. Fortunately, Bernie shows Marc the most important thing of all: how to transform his thinking and change his old beliefs. This essential inner work is one of the great keys Bernie gives Marc. Step by step, Marc learns everything necessary to create the business of his dreams.

"A holistic approach to business and the key to real success" — Business Ethics  
"Offers us wise and uplifting advice for conducting all our business in a more spiritually impassioned manner" — Body Mind Spirit  
"Helps us reinvent our life as well as embark upon a successful path in business, teaching that success comes from love, goodwill, expansive thinking, and giving" — Science of Mind  
"Plenty of first person and case history examples make for an excellent guide to building a fine, foresighted business" — The Bookwatch  
About the Author: Marc Allen is a renowned author, composer, and speaker. He cofounded New World Library with Shakti Gawain, and as the company's president and publisher, he has transformed it from a small start-up with no capital into one of the leading publishers in its field. His previous books include *The Greatest Secret of All* and *The Millionaire Course*.