

Accelerating Company Growth: A Practical Guide for CEOs

Brendan Dowling

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Brendan Dowling : Accelerating Company Growth: A Practical Guide for CEOs before purchasing it in order to gage whether or not it would be worth my time, and all praised Accelerating Company Growth: A Practical Guide for CEOs:

All Author proceeds will be donated to the MyGoodPoints.com charity. The cover image of a racing yacht in full sail, capturing the power of the wind and crashing through waves, as it accelerates through the ocean, is the best representation of what it is like to accelerate company growth. To go this fast, you need to have a great team who know what they are doing and who work in perfect harmony, under the leadership of a great captain, who makes the right decisions on what direction to go and the sails to use for the wind conditions, currents, waves and all the other elements that are thrown at you by the unpredictable environment. When you get everything right, the excitement and

adrenalin rush that comes from the acceleration, as you ride and crash through waves under your own power, is invigorating; just like accelerating the growth of your company. Throughout ACCELERATING COMPANY GROWTH, Brendan Dowling shares practical advice and stories, based on his own experience, which will help you to accelerate the growth of your business. Section 1 covers the pre-requisites for accelerating company growth: motivation, leadership, vision and strategy. Section 2 covers the key areas that drive company growth, giving you advice and tips from my own experience: your elevator pitch; value proposition; market; the customer's problem and your solution; marketing; sales; business model; competitors; team/people; finances; and operations. At the end of each of these chapters, Brendan shows how to complete a slide for your Accelerated Growth Plan that covers all the points critical to having a document that forms the blueprint for your company's growth. Finally Section 3 looks at other topics that are important contributors to accelerated company growth: how to use your board of directors; working with venture capital funding; selling your company; and business ethics. Appendix 1 includes a slide deck template that you can use to form the basis of your own Accelerated Growth Plan, while Appendix 2 shows a sample slide deck for a fictitious company, Nautique; based on Brendan's first business, Nautique, as if he were starting it again from scratch today.

Accelerating Company Growth is a brief and to-the-point cookbook for constructing a growth plan for your business. It's filled with concrete and succinct stories that provide practical advice and encouragement for the aspiring entrepreneur. Sean O'Sullivan, Founder, SOSventures International Brendan's book is a welcome addition to the subject of accelerating business growth. The richness of his own experience provides great credibility and also gives very practical information that will motivate those who are on this path. It is also a compelling read! Siobhan McAleer, Commercial Director, Irish Management Institute The book offers hard-earned and valuable advice to entrepreneurs on issues that they and their companies will face on a rapid growth trajectory. It is accessible and short - and repeated reading will reveal its many nuggets of wisdom. Joey Mason, Partner, Delta Partners This is a comprehensive book that includes all the elements to building a robust plan for accelerating growth. It is very practical and written from Brendan's wide experience rather than an academic perspective. Paul O'Dea, CEO, Select Strategies A very easy-to-read approach, with an easy-to-use framework, for CEOs wanting to understand the key elements involved in accelerating the growth of their business. Brendan has first-hand experience and is a natural storyteller. Mary Goulding, Strategic Business Coach to CEOs People who manage growing businesses are among the busiest around. They don't have time to read many books, but they should read this one. Brendan Dowling has distilled many really valuable insights from his varied and successful entrepreneurial career. The advice he offers on how to grow a business is supported throughout by examples from his own experience. The book is not only a pleasure to read, but is structured in a way that makes it a valuable reference work as key growth challenges arise. Dr John McMackin, Director of Executive and International Education, Dublin City University Business School --Testimonials to author About the Author Brendan Dowling is the founder and CEO of Digital Trading, a company offering cloud-based Customer Relationship Engagement (CRE) technology to governments, large and SME enterprises, through communications service providers (CSPs). He is a serial entrepreneur in the telecoms and technology sector, having built a number of successful internationally-traded companies. He also acts as a business coach with Enterprise Ireland to a number of CEOs of scaling companies in the technology sector in Ireland. He is well-known for his thought leadership and innovation in the technology sector and is a regular speaker at conferences, executive education programs and government-sponsored enterprise events in Ireland, the UK and USA. Brendan qualified as a chartered accountant with KPMG, has an MBA from University College Dublin, a BComm from University College Cork (UCC) and a Diploma in Executive Coaching from IMI UCC.