

Grow Smart Risk Less A Low Capital Path To Multiplying Your Business Through Franchising

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'Grow Smart, Risk Less' is a book that expansion-minded business owners can learn from. Shelly correctly focuses on the importance of building unit level economics to create a stronger foundation for accelerated franchise expansion.

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Grow Smart, Risk Less describes how you can use other peoples money and can leverage your success for fast, profitable growth. Unlike many authors of books on franchising, Shelly Sun has been through the process, growing her business from \$1 million to \$100 million in five years in system-wide sales.

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Grow Smart Risk Less

Later, I'll describe some better options that allow you to adjust to the needs of your customers — options that'll take less time and energy and help more people. Physical products You might think your idea to start selling steampunk cosplay outfits on Etsy is amazing — but the truth is, the profit margins are incredibly low.

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Grow Smart Risk Less

Experienced franchisor Shelly Sun shares practical advice, insights, and her own compelling experiences to help readers discover the power and avoid the pitfalls of franchising their businesses. * A low-risk, low-capital path to astounding growth. In today's economic environment, and long into the future, access to capital is limited. Successful business owners have few options for dramatically expanding their brand, taking it to the regional, national, or even international arena. Grow Smart, Risk Less describes how readers, through franchising, can use other people's money and leverage their success for rapid growth. * Covers the entire process of franchising. Most books on franchising focus on educating the franchisee, but this book is designed to fully educate the franchisor. The author walks readers through each stage of the franchising process; from determining if they have a franchiseable concept, to assembling a professional team without wasting money, to adjusting the business model along the way for optimum growth, to growing as a leader to assume new challenges. * Written by an experienced, nationally lauded franchisor. Unlike many authors of books on franchising, Shelly Sun has been through the process, growing her business from \$1 million to \$100 million in five years. She's been named entrepreneur of the year by the International Franchise Association and is being featured on a network prime-time show about compelling companies.

In today's market, playing it safe is not an option Lead your company to sustainable success by taking the RIGHT RISKS The business world is in flux, and you have to think and act quickly in order to stay competitive. But the last thing you want to do is make reckless business decisions. You have to find the middle ground. You have to take SMART RISKS. In this groundbreaking book, leadership expert Doug Sundheim explains how to find that precise point between comfort and danger for generating the sustained ability to work at the highest level of performance. Taking Smart Risks reveals the secrets to discovering, planning for, and acting upon the kind of risks that will move your company forward and ahead of the competition. Learn how to: Find Something Worth Fighting For—What do you care enough about to risk time, energy, and money to try to make happen? Determining this is half the battle. See the Future Now—Clarify your big idea in terms of real objectives, plans, and intended results. Act Fast, Learn Fast—Make your move quickly, but be sure you don't squander valuable resources in the process. Communicate Powerfully—Assume communication will break down at points, plan accordingly—and don't shy away from the tough conversations. Create a Smart Risk Culture— Build teams that share the same mindsets and values about expected smart risk behavior. Applying Sundheim's advice will help you let go of old assumptions, explore new possibilities, move your organization out of its comfort zone, and experience long-term success. When you take smart risks, you will create. You will innovate. You will grow. And you will WIN. "From Sherwin Williams to Moo.com, Doug Sundheim is onto something here; your work is worth fighting for. A worthy read for everyone in your organization." —Seth Godin, Author, The Icarus Deception "The risk-taking concepts in this book lie at the heart of effective leadership. Using case studies and stories from executives who have "been there, done that," Doug Sundheim teaches us that sometimes the most dangerous thing to do—in business and life—is to play it safe." —Marshall Goldsmith, million-selling author of the New York Times bestsellers MOJO and What Got You Here Won't Get You There "Sundheim delivers a message that every business needs to hear right now: excessive risk will kill you, but so will complacency. . . . If you're charged with driving growth in your organization, buy this book—but more importantly, use it." —Jed Hartman, Group Publisher, Fortune & CNNMoney.com "A spectacular book! The stories were powerful, the advice was crystal clear, and every few pages called me to action. I have bookmarked more pages in Taking Smart Risks than I have in any book since reading Peter Drucker's classics." —Michael Hejmanek, President & CEO, Hasselblad Bron Inc. "Doug Sundheim does an excellent job of demonstrating not only how to take smart risks, but also how to lead the process of risk-taking—a critical skill set for leaders today." —Cindy Zollinger, President & CEO, Cornerstone Research "A compelling case for why smart risk taking is so important in today's fast-paced, uncertain world." —Willie Pietsen, Professor, Columbia Business School; former CEO, Tropicana and Seagram USA

A practical guide to getting personal investing right Somewhere along the way, something has gone very wrong with the way individuals save and invest. Too often, households are drawn in by promotional suggestions masquerading as impartial investment advice. Consumers get saddled with more risk than they realize. Authors Zvi Bodie and Rachele Taquu understand the dilemma that today's investors face, and with Risk Less and Prosper they will help you find your financial footing. Written in an accessible style, this practical guide skillfully explains why personal investing is all about you—your goals, your values and your career path. It shows how to understand investment risk and choose the particular blend of risk and safety that is right for you. And it lays out several simple yet powerful ways for small investors to cast a reliable safety net to achieve their financial goals and truly prosper. Coauthors Bodie and Taquu challenge the myth that all investments require risk, then highlight some important risks that families often disregard when deciding where to put their money. Later, they connect the dots between investment and investor, showing us all how to grasp our own investment risk profiles and how we may use these insights to make more fitting investment choices. Outlines a straightforward way to invest by aligning your investments with your goals and the risk levels you can bear Provides basic investment abc's for readers who are otherwise literate Lays out a simple, actionable plan for achieving your goals Explains the role of risk-free assets and investment insurance in assuring that you reach your most essential goals Contrary to popular belief, investing doesn't have to be complicated. You can build wealth without taking great risks. Risk Less and Prosper will show you how to make investment decisions that will make your financial life less stressful and more profitable.

An Introduction to Franchising is a concise yet comprehensive guide to the world of franchising. Looking at the field from the perspectives of the franchisor and the franchisee, the book offers a good balance between the theories behind good franchising practise, and hands-on practical guidance. Applied theory is evident in the broad range of real-life case studies included in the book. With many of the world's leading companies operating franchise models, this book will offer readers a genuine insight into the potential advantages and disadvantages of franchising. The book also examines the financial, legal and ethical implications of franchising, whilst anticipating future concerns and challenges for the franchising model. An Introduction to Franchising is an essential guide for all students of franchising, entrepreneurship and marketing. It is also a must-read for anyone wishing to start their own franchise business.

"Laurel Delaney writes in a tremendous spirit of service to entrepreneurial and small business leaders navigating the opportunities of globalization. Whether leading a fresh startup, a small business, or an entrepreneurial growth company seeking greatness, the question of whether—and how—to go global must be addressed. Delaney shows yet again her passionate dedication to serving her readers with deeply practical guidance."—Jim Collins, author of Good to Great and co-author of Beyond Entrepreneurship Gain the knowledge you need to market, sell, and fulfill orders internationally, taking full advantage of the Internet and the opportunities it creates. This book is the bible for entrepreneurs and small business owners taking their US businesses to the next level of growth through exports. Exporting empowers readers with the can-do confidence to tackle the challenges and opportunities of exporting, leading to greater revenues, stability, and profitability for your business. With 70 percent of global buying power lying outside US borders, exporting is not just an option for ambitious entrepreneurs—it's an absolute must for building and sustaining a successful future. Typically, exporting first appears on the radar of small businesses as unsolicited inquiries from foreign customers on the web via your email, website, blog, or Facebook page. People outside your country want your product, and they want it now. The problem is that most small business owners do not know how to service these inquiries. What's the best way to ship goods? Do I need a license? Should I sell through wholesalers in specific countries or directly to consumers? How will I get paid? Reflecting the rapid rate of change in national and global trade regulations and economic conditions, this second edition contains extensive updates and enhancements of the first edition's data and citations; actual and prospective multilateral trade agreements, especially the TPP and TTIP, CFR, EAR, and BIS rules; interviews with trade and sector specialists; economic trends and shocks affecting export opportunities and risks in various regions and sectors; and the annotated selection of recommended exporting resource sites. Exporting: The Definitive Guide to Selling Abroad Profitably: Lays out simple steps and tips to conduct market research, find customers, open new markets, create an export business plan, get paid, and ship goods and services efficiently and profitably Shows you how to use the Internet and social media to mediate the exporting process and expand your international presence Details how the US government helps exporters and how to avoid foreign regulatory pitfalls

Five Pennies is THE FIELD MANUAL for Building and Growing a Franchise Brand With the Right Mindset and Tools! This Book Contains over 120 Tools to Build, Grow and Manage a National Franchise Brand! Featuring Examples of 20 'Best of Class' Franchise Brands to learn from - and 10 'Mega-Wreck' stories to avoid! Learn About - Creating and Growing Sustainable Unit Profitability - Managing Franchise System Relations - Staying Ahead of Your Growth Rate - Enhancing System Profits With Continued Education - Turning Your System Into a 'Best Practices' Machine - How to Recruit Franchise Buyer 2.0 and Maximizing Their Results - Structuring Layered Franchise Support and Marketing - Developing Macro-Level Programs for System Growth - Utilizing Technology to Grow and Manage a Brand - Resource Management for a Growing System

Collected from the Chicago Tribune's column of the same name, Executive Profiles is an intimate and informative look into the lives of top Chicago business and organization leaders, executives, and CEOs. These profiles do more than just detail the success of these individuals' companies, however. In discussions that range from family to hobbies to personal business philosophies, the interviewees seek to understand the people behind the heads of these stalwart Chicago institutions. Arranged by industry, Executive Profiles is a serious look at an eclectic range of Chicago's movers and shakers, but it also offers an entertaining peek into the more personal, human sides of these business leaders. For fascinating insight into the habits and philosophies of Chicago's driven business and nonprofit executives, look no further than this inspiring collection.

Management accountants must be able to define the payoffs from their organisation's risk taking, as well as identify, understand, and reduce the negative effects of everyday business risks. This book defines organisational risk taking and outlines a formal process to handle risk effectively. The book details six steps for sound risk management: Defining risk Examining your attitude toward risk Analysing your organisation's ability to handle risk Minimising a risk's exposure or downside Recovering quickly from a risk's negative impacts Expanding your knowledge so you can accept more risk with confidence Written for management accountants, Smart Risk Management analyses your position in the middle of the organisation-ensuring both that it does not take risks whose costs it cannot afford and that it takes enough risks to stay competitive in the evolving marketplace. Having adequate insurance coverage is only one small piece of risk management, as this book explains. With ample examples and case studies, as well as 50 hands-on risk tools, Smart Risk Management will enhance your understanding of strategic, operational, and innovation risk and increase your value to your organisation.

We all know that the future is uncertain, but rather than make any attempt to actively manage our futures in a consistent way, we tend to make broadbrush assumptions based on common-sense and intuition alone. Successfully managing risk is a primary ingredient for success in a fast-paced environment where we are bombarded by the need to make critical decisions, often with little or no solid facts available and little insight into the likely outcomes. Smart Things to Know About Risk Management, in a step-by-step approach, shows the reader what is risk management and why it matters, the categories of risk, how to achieve the right balance of risk, knowing your risk appetite, how to actively manage your risks and develop a risk culture and techniques, tools and models for managing risk. Case studies are also included. * Perfect for the SMART treatment - this book starts from basics, assumes no prior knowledge and gives a step-by-step approach. * Step-by-step approach. Covers the background to risk and risk management as well as practical application and techniques, tools and models for managing risk. * Written by a highly experienced practitioner with a formidable working knowledge in this area.

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