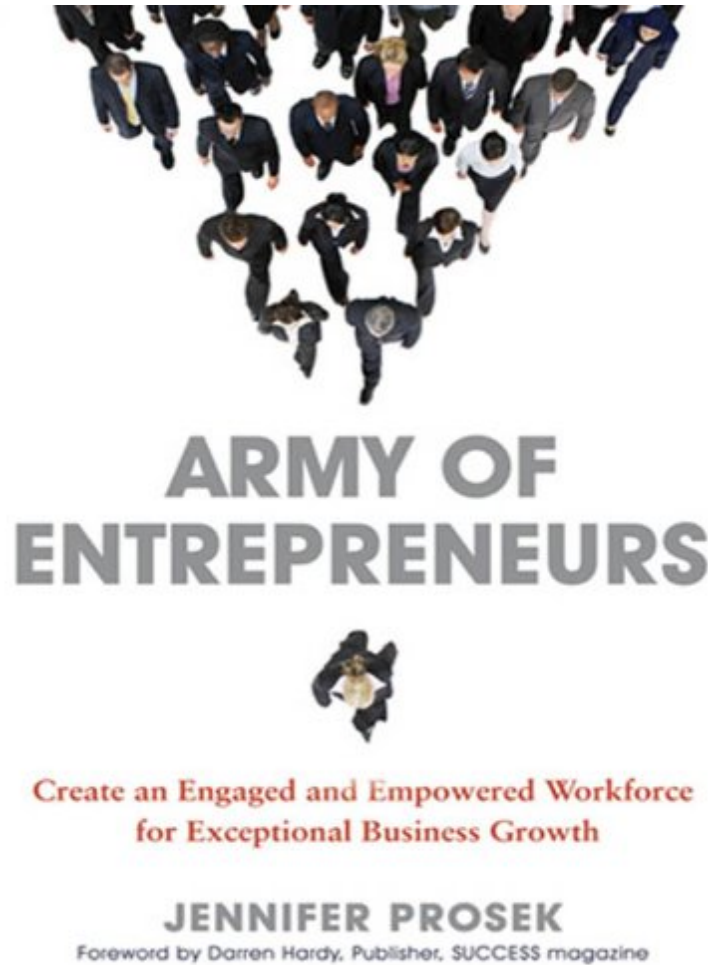


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Army of Entrepreneurs: Create an Engaged and Empowered Workforce for Exceptional Business Growth

Jennifer PROSEK

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Jennifer PROSEK : Army of Entrepreneurs: Create an Engaged and Empowered Workforce for Exceptional Business Growth before purchasing it in order to gauge whether or not it would be worth my time, and all praised Army of Entrepreneurs: Create an Engaged and Empowered Workforce for Exceptional Business Growth:

0 of 0 people found the following review helpful. so pleased I read itBy JasonVery good ideas for running a professional services firm, including my public relations firm, [...]. We just started implementing this program, and the "commissions for life" bonus. Encourage others to check it out.0 of 0 people found the following review helpful. Excellent Book with Wonderfully Helpful ConceptsBy Klein Wassink CTI really enjoyed this book and was able to employ the Commission for Life concept Prosek described immediately. Army of Entrepreneurs is a must read for

large and small business owners alike. I highly recommend it. 0 of 0 people found the following review helpful. Useful and practical. By Jennifer Prosek is a mother and the founder and CEO of CJP Communications. The principles presented in the book are simple and practical. They may not be new, but they are well presented in an easy entertaining way. As an entrepreneur, you should be the one to motivate all your employees to think like entrepreneurs themselves. Even the lowest rank employees should feel that they are an important piece of the whole. One of the ideas highlighted in the book is the concept about Commission for Life. It is the incentive of getting extra income by commission from clients that the employee has introduced to the company. The term life pertains to the life of the relationship of the client with the company, as long as the client stays and happy, the employee continues to the extra income to keep. Jennifer also believes in total transparency, as transparency promotes trust. There is also no such thing as over communication, according to the author. Training is an important part of building a company, not only in-house, but also formal professional training for your employees. And also very important to always reward employees for a job well done. The book is an easy read and full of very useful and practical advice. Recommended.

Imagine the benefits to be gained from a pool of employees who act as though they own the business: greater motivation, increased productivity, and a supercharged desire to succeed. As a young entrepreneur who turned a small PR business into a highly successful, international communications firm, Jennifer Prosek has experienced firsthand the power of instilling an "owners' mind-set" in every employee. In *Army of Entrepreneurs*, Prosek presents an easy-to-follow action plan any company—large or small—can use to build a workforce dedicated to generating new business, creating new products and services, and sustaining growth. Filled with inspiring examples, the book shows readers how to:

- Motivate, train and reward their employees
- Provide everyone from interns to executives with the skills and support they need
- Refresh and evaluate the program over time for continuous results

Great businesses aren't built by a single leader or rainmaker. This book shows how to transform any workforce into a profit-generating army and reap the rewards.

From Publishers Weekly Small-business owners will find much of value in public relations consultant Prosek's claim that employers should harness the energy and initiative of their workforce to drive new business rather than being strapped with sole responsibility. Prosek recounts how she successfully transformed her company into an environment that empowered, motivated, and rewarded employees to pitch business and pursue clients themselves. Using case studies from such companies as Edward Jones and Harley Davidson/Buell, she maintains that in both large and small businesses, employees can be empowered to become an "army of entrepreneurs." The theory, and even application, of employee-based growth is credible when applied to small businesses, but may be less feasible in larger organizations. While the opening chapters advance her argument by concentrating on the potential of employees as rainmakers and use her business as a template, she drops the thread in subsequent chapters, which drift to broad cultural and structural issues faced by larger companies, including how to create a formal training program and recruit and retain talent. (Feb.) (c) Copyright PWxyz, LLC. All rights reserved. "Small-business owners will find much of value." -- Publishers Weekly "Jennifer Prosek not only takes a fresh look at business as usual, but gives the reader immediate tools to create a true partnership between employees and management." -- Bay Area Business Magazine "Prosek has extracted the essence of entrepreneurialism and turned it in to a management system for the new economy... It's a must read for small businesses." -- New Age Retailer "Army of Entrepreneurship lives up to—and exceeds the expectations of its title." -- Business Insider.com

From the Inside Flap Imagine the benefits to be gained from a pool of employees who act as if they own the business: greater motivation, increased productivity, and a supercharged desire to succeed. As a young entrepreneur who turned a small PR business into a highly successful, international communications firm, Jennifer Prosek has experienced firsthand the power of instilling an "owners' mind-set" in every employee. With innovation driving the new economy, your company's people have never been more important. But old management models don't truly encourage the entrepreneurial thinking needed for success. In *Army of Entrepreneurs*, Prosek presents an easy-to-follow action plan any company—large or small—can use to build a workforce dedicated to generating new business, creating breakthrough products and services, and sustaining growth. With your own Army of Entrepreneurship, every employee becomes a powerful force for growth within the organization. Filled with inspiring examples, this book shows you how to:

- Motivate, train, and reward your employees
- Provide everyone from interns to executives with the skills and support they need
- Evaluate and refresh the program over time for continuous results
- Initiate a simple but effective Commission for Life incentive program that gets every member of the team actively involved in generating new business
- Develop internal training programs that foster an owners' perspective, with a focus on how the business works, where the profits come from, and how to identify new opportunities

Don't go it alone. This clear, replicable roadmap is an invaluable guide for any business owner or manager. Turn to *Army of Entrepreneurs* to build your company into a thriving, recession-resistant organization. Jennifer Prosek is the founder and CEO of CJP Communications, an award-winning international public relations and financial communications consultancy with offices in New York, Connecticut, and London. CJP was

named an Inc. 5000 Fastest-Growing Company, has been recognized as one of the "Top Places to Work in PR" by PR News, and was named "Small Agency of the Year" by The Holmes Report. Prosek was named an "Emerging Power Player" by PRWeek magazine. She is a graduate of Miami University of Ohio and the Columbia Business School. Visit www.armyofentrepreneurs.com and www.cjpc.com.