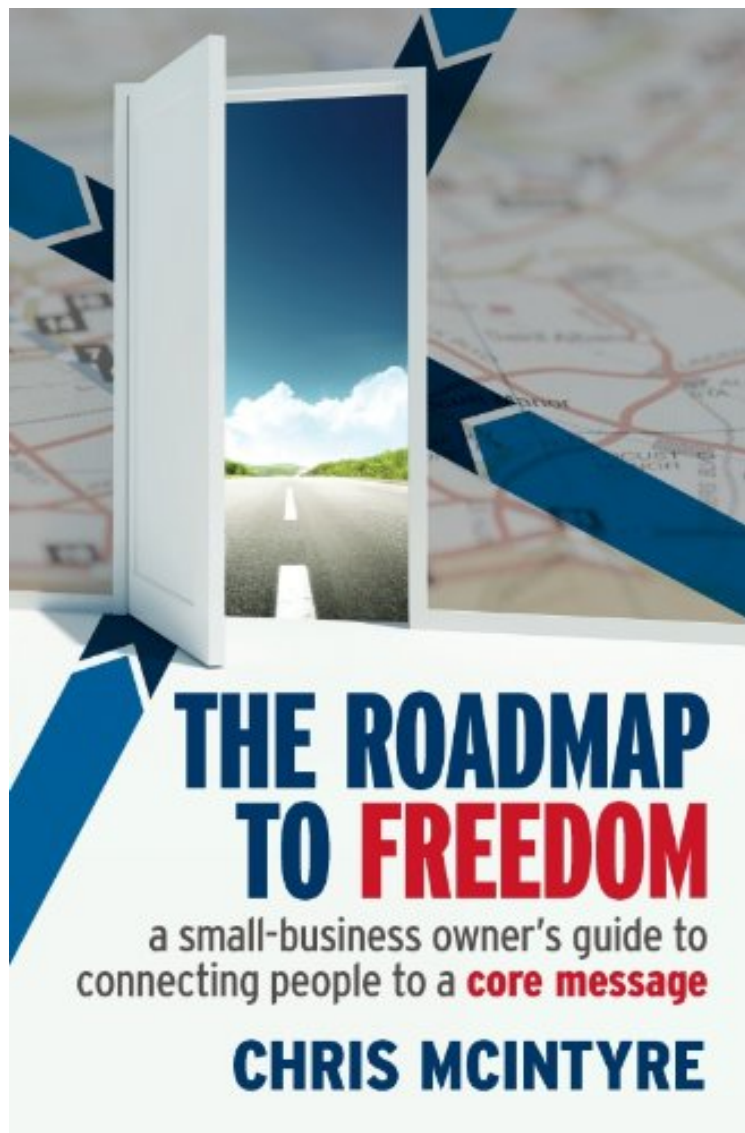


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The Roadmap to Freedom: A Small-Business Owner's Guide to Connecting People to a Core Message

Chris McIntyre

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0 of 0 people found the following review helpful. GREAT STUFF!! Every small business owner should have this!By

JenI own a small business, actually a start up. This book is written to a start up or seasoned small business with employees, partners or those that plan to hire employees. It helps SBO to connect with critical principles in aligning the whole organization with a core message for results and accountability! It was an easy read, I finished the majority within the first day of reading and highlighted several passages. The blessing of this book is that it gives you the keys to what big business is doing that keeps them in big business!!! I left Corporate America and was pleasantly surprised to find some critical systems we used as the bulk of the strategy in this book for small businesses to take advantage. Chris's writing is direct, humorous, insightful and tactical. Loved the aspects around defining success from many angles and "installing accountability and ownership". I bought several copies for friends in business to help manage unruly people and create a rocking organization! There is also lots of free information and all the worksheets in the book online at [...]. GREAT JOB CHRIS, Will look forward to the next book in the series. (I have written many reviews on here btw).2 of 2 people found the following review helpful. AWESOME BOOKBy Eiji MatsumotoTHIS BOOK IS GREAT VERY INSIGHTFUL AND ON MY WAY TO MAKE TONS OF MONEY WITH TEAM. I RECOMMEND THIS BOOK TO EVERY ONE I KNOW, AND BOUGHT ALL MY EMPLOYEES. I HAVE BOUGHT MANY THINGS ON AMAZON AND THIS THE FIRST REVIEW I WRITE THAT'S HOW MUCH I BELIEVE IN THIS BOOK.

Delivering a tactical plan, complete with both downloadable and online support, Chris McIntyre rescues small business owners trapped in potholes littering the road to success, and provides a helping hand to freedom. Uniquely prepared to create and deliver their product or service, small business owners are far less equipped to effectively lead, let alone develop, their team. Their internal systems and processes are often informal and incomplete, limiting their freedom and their business growth. McIntyre provides a step-by-step, customizable solution to overcome this roadblock. Coached by McIntyre, leaders learn to craft the right team, create a consistent core message that enables the brand, and then, connect the two. Business owners are given a rock-solid process for attracting and keeping superstars, and dropping nightmares. They learn how to get their core message out of their head and into the heads of their superstar team. Supported by McIntyre, organizational leaders will define their core mission, and develop a distinct, systematic formula that enables their team to accomplish it. Leaders are aided with a thorough checklist to guide implementation, giving them everything they need for consistent performance from their team and ongoing success.

About the AuthorChris McIntyre is a Certified Speaking Professional, with a BA in Business and MA in HR Development. He founded a Faith-based and non-profit Leadership Development Academy and has addressed more than 100,000 people in 48-different states, and internationally in India, Saudi Arabia, Dubai, and the UK. He's coached the best in leadership from Fortune 100 organizations and the United Nations, to the Young Professionals's (YPO) and Entrepreneurs's Organization (EO). McIntyre's coaching, seminar, and keynote programs help small to mid-sized businesses leaders install peak-performance management systems.