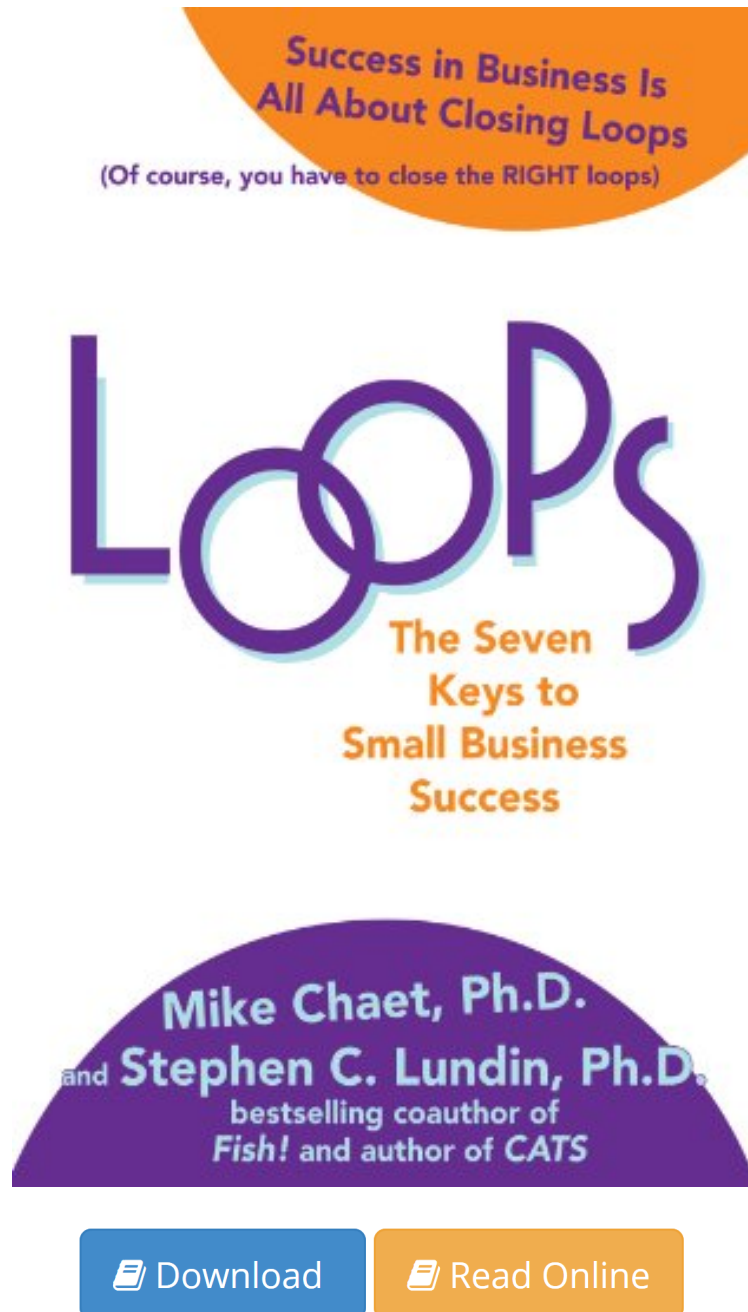


(Read free) Loops: The Seven Keys to Small Business Success

Loops: The Seven Keys to Small Business Success

Ph.D., Mike Chaet, Stephen C. Lundin, Vince Moravek, Mary Chaet
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Ph.D., Mike Chaet, Stephen C. Lundin, Vince Moravek, Mary Chaet : Loops: The Seven Keys to Small Business Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Loops: The Seven Keys to Small Business Success:

1 of 1 people found the following review helpful. A quick read that creates lasting change in yourself and your business. By Milo Dragon All too often, individuals will hear treasures of information only to dismiss it as being 'simple'. But it's one thing to be knowledgeable, and quite another to actually apply that knowledge. I was skeptical of

Loops initially. It seemed too short. But that shortness actually enticed me to read it instead of a much longer book. I'm glad I did. Loops provides timeless insights into the value of communication that have impacted me both personally and from a business perspective. I am constantly finding "Experience Zones" and making a profound difference within them. Understanding the importance and benefits of Experience Zones was worth the price of admission by itself. Just as important for our business has been the topics of Systems and Loops Groups. The addition of our internal Loops Group has profoundly affected our meeting efficiency and innovation, while bolstering the competencies of each member. This has allowed us to achieve better harmony and create a true "Mastermind", in the terms in the late and great Napoleon Hill. 2 of 2 people found the following review helpful. For Small Business Success, Live in the Real World Expect the Unexpected By Joan Holman As a marketing and business consultant, I have worked with many small business owners. I have seen some business owners succeed and others fail. In fact, although small business is the engine of the U.S. economy and creates most of the new jobs, most small businesses (80%) will not survive beyond 5 years. To create and sustain success, small business owners need to arm themselves with tools and information that increase their likelihood of surviving and thriving, especially now in tough economic times. One of the tools I would recommend is the book "Loops", which is a short business fable illustrating what small businesses need to do to be successful. There is lots of great advice in this book, but in my opinion one of the most important insights presented by authors Mike Chaet, Ph.D. and Stephen Lundin, Ph.D. is found in their statement: "Successful businesses accept the real world for what it is, not for what they think it should be." This is a profound observation about how a specific mindset can make you or break you in business. Another important piece of advice is to "expect the unexpected." Every business owner I have worked with has had to adapt to the changing business environment in order to succeed. As an Internet marketing pioneer, I have been educating and advising business owners about using the Internet for business success since 1995. (Recently I was featured in the book "Online Marketing Heroes" as one of America's top online marketing gurus). During this time I have seen many businesses fail because the owners refused to see the importance of technology and use it effectively. They simply denied what was happening in the real world, and how the Internet was changing business. This is an example of not accepting the real world for what it is. In addition to the book "Loops", Dr. Chaet has a Loops Success Program that can help you implement the "loops" program for your small business. I think this is important because we all need support and reinforcement to stay on course with processes that are essential to business success. Dr. Chaet is a legendary small business consultant who has worked with over 2,500 small businesses throughout the world, and the book "Loops" represents a lifetime of his experience working with small businesses. 2 of 2 people found the following review helpful. Finally, a book that does not remind me of the problems with my business but provides me step by step solutions. By Charles Hauser I have gotten so tired of making lists in attempts to solve issues and execute programs in my business. What is important? what is not?... what is the priority? How do I get buy in from my staff? So many books just point out the symptoms and offer ideas but I never before found a book that creates a common sense, easy to follow plan to solve virtually every business issue I am confronted with. You can tell this book is not written by how the author "feels" about the subject, but by people that made sure what the Loops program will indeed work for you and me in the real world. The Loopogram model will not only guide me through the process of helping my existing business, but I could not imagine trying to start a new business with any other tool. What I really like most is unlike so many other business reads that have inspired me for a short time the last page of Loops is not the end of another business book but the beginning of a process. Since reading the book I have enlisted in the subsequent support and training program the the author and his team has so brilliantly conceived. I believe it is only a matter of time before Loops is considered the definitive book and program to help you operate a successful business.

Why do some small businesses succeed while others fail? That is the question one young entrepreneur faces in this illuminating business parable for our times. Loops reveals the soul-searching story of Tony, a business student who doesn't understand why he can't quit school and work in the family business. Then his professor surprises him with an unusual final exam—a twelve-week, summer-long study of the small businesses in his local area. This simple real-world assignment opens Tony's eyes to the most important lessons an entrepreneur can learn, such as how to: Manage "experience zones"; Build strong customer relations through "vision moments"; Standardize key processes for employees Innovate, improve, and maintain quality Accomplish real results by "closing the loops"; As you follow Tony's journey, you'll receive a week-by-week crash course on the seven essential loops for small business. You will learn how to distinguish yourself from the competition, improve your operations, and close the loops. Best of all, you'll discover innovative ways to apply the loops concept to every challenge you face, with every endeavor, in any economy. When you close the loops, you open the door to limitless opportunities.

From the Back Cover "Every small business owner can significantly benefit from the LOOPS approach to small business." Steve Dee, former president, Wylers' Foods "WHAT ARE 'LOOPS'?" Loops are the essential keys to success in any small business. They are the relationships you build. The services you perform. The

products you deliver. If you want to thrive in today's economy, you need to close all the loops: Loop One: Manage Your Experience Zones Loop Two: Build a Winning Culture with Vision Moments Loop Three: Help Execute Fundamentals with a Loops Group Loop Four: Standardize Every Process Loop Five: Innovate Constantly Loop Six: Live in the Real World Loop Seven: Lead by Example

Legendary small business consultant Mike Chaet and bestselling *Fish!* coauthor Stephen Lundin combine years of hands-on experience with a refreshingly simple concept that goes straight to the heart of successful entrepreneurship. Relating the personal journey of a young man entering the world of small business, the authors explain how to close the seven essential loops that really matter the commitments that build trust, the innovations that improve service, and the day-to-day routines that deliver real results.

About the Author Mike Chaet, Ph.D., a.k.a. "The Club Doc," is the founder and president of CMS International, the fitness industry's largest consulting firm. A lecturer, author, and consultant, he has been involved in the development and management of over 2,500 clubs and small businesses worldwide. Stephen C. Lundin, Ph.D., is a bestselling author, speaker, filmmaker, and graduate school professor. His book *Fish!* has appeared continuously on the *Wall Street Journal* and *BusinessWeek* bestseller lists, and has been published in 34 languages.