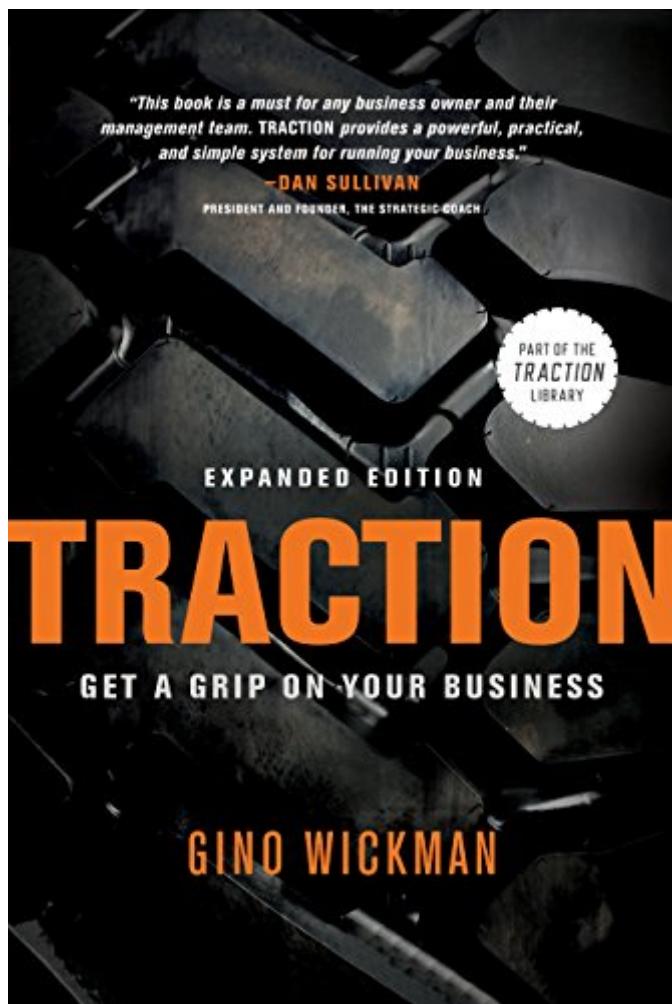


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# Traction: Get A Grip On Your Business



## Synopsis

Do you have a grip on your business, or does your business have a grip on you? All entrepreneurs and business leaders face similar frustrations—personnel conflict, profit woes, and inadequate growth. Decisions never seem to get made, or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical. Based on years of real-world implementation in more than 100 companies, the Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. In *Traction*, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying *Traction* every day to run profitable, frustration-free businesses—and you can too. For an illustrative, real-world lesson on how to apply *Traction* to your business, check out its companion book, *Get A Grip*.

## Book Information

File Size: 6992 KB

Print Length: 275 pages

Publisher: BenBella Books; Expanded edition (April 3, 2012)

Publication Date: April 3, 2012

Sold by: Digital Services LLC

Language: English

ASIN: B007QWLLV2

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #10,616 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #3 in Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Production & Operations #4 in Kindle Store > Kindle eBooks > Business & Money > Organizational Behavior > Organizational Learning #5 in Kindle Store > Kindle eBooks > Business & Money > Industries > Human Resources & Personnel Management

## Customer Reviews

Wickman meshes together a basic strategic planning tool and a management program. Simple, easy to grasp and follow, the system can make a big difference in your small business.

This was one of the most helpful business system types of books I've read. If you've read any of the E-Myth books you're on the right track but this book actually gives the science behind building systems and how to write them and implement them as well. Very good information that will force you to stay on track if you have big dreams for your business. I highly recommend it but I would 1st read his book "Get a Grip" because it puts it all in story fashion so you can follow an actual company implementing what you've learned. Makes Traction easier to understand.

This is not a book you can read, set it down, and never return to it. In fact, this book is one that I regularly return to and reference. This book has changed how I run meetings, set a vision, assign tasks, and hold my people accountable. Using the methods in this book, you can guarantee alignment of your team, have effective weekly meetings, and even determine the direction of your team. This book is one I repeatedly refer to and purchased both a hard copy and the Kindle version to ensure I always have a copy with me. If you buy the book, read it through first before implementing any of the programs. After reading it, follow the recommended implementation steps. You will soon see the impact of this book on your business.

Outstanding book! Have already incorporated principles of "right person right place" into my practice. I have already recommended this book to several people...if you are taking your business to the next level and are SERIOUS about making things happen, this is a must read! Robert Autenrieth - President - J. Nels & Associates Consulting

I'm an avid reader of business leadership books. Traction is now in my top 10 and one that I use on a weekly basis for practical wisdom in running my organization. I also teach these planning and execution concepts to other entrepreneurs. Highly recommended!

Having been associated with a start-up which struggled on the same line as Gino points out in this book, I could relate a lot to the book. While the idea presented isn't something radically new, yet we sometimes tend to miss the most obvious things and this book is a reminder on those fundamentals. For a very early start-up a few of the ideas might not be very practical, for example process, however, many elements apply to any new business or startup. For example, I could see

how our efforts could have succeeded in getting right people in right seat instead of just going ahead with first possible person we ran into when building a team. How sharing of a vision is so important even for a very early start-up. And Data, we had it on the radar, but never really made any decisions based on that. The one thing we heard a lot when trying to raise money was "Traction", so having read the book a few months earlier might have helped, who knows.

Talk about putting you on the road for success! This fantastic read gives you all the right skill sets and approaches to running your own business successfully in a very common sense ,practical and laser focused manner. No falling asleep at the wheel here- hang on to the ride of your life and arrive at your ultimate destination-Success Street!

Gino Wickman's book gives an excellent road map for business owners to use to help with their strategic planning as well as their ongoing operations management. The simple systems and models from the book helped my business and management team focus our efforts on our strategic plan, develop new scorecards to use on a weekly basis and evaluate our staff to make sure we had the right people in place, in the right seat. I would recommend this book for any business owner that wants to grow their business.

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