



Thinking Big Is Not Enough: Moving past the myths and misconceptions that stop business growth

By Michael G. Walsh

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What does it take to really grow a business big? Thinking big is not enough! As successful business owners, we grow our company to a certain level?and then we seem to plateau. How do we take our business to the next level?

Louise Pasterfield has worked with business consultant Michael Walsh to grow her UK company from £400,000 per annum to £2 million in four years. With Michael's continued help, she plans to go to £10 million in the next 3 to 4 years. While reviewing her progress, she and Michael identify the myths and misconceptions that limited the growth of her business, and the perspective shifts, strategies, and tools she has gained along the way.

This book contains practical ways of looking at growing a business and offers tools to help owners achieve their goals for more profit and more freedom. Providing a framework for creating strong, sustainable business growth, readers learn how to take their business to the next level.

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Editorial Review

About the Author

Michael Walsh is a visionary leader, speaker and author known for igniting passion in the entrepreneurs he works with by helping them drive their businesses to growth levels beyond their expectations.

In his second book he looks at practical ways to move past the traps that stop business owners from achieving their goals of growth and profit. For over 20 years, as Founder and President of Kaizen Consulting Services Inc., Michael's unique ability has been to maximize owners' goals for more profit in their business and more freedom in their lives. He also lives what he teaches: applying his methods, he has built Kaizen into a company that provides him the profit and freedom to take 18 weeks of time off each year for personal travel, together with his family.

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