



# Building the Awesome Organization: Six Essential Components that Drive Entrepreneurial Growth

By Katherine Catlin

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Building the Awesome Organization discusses the eight components of an awesome organization. This book will help you to realize the core competencies for growth. It describes the processes, policies and systems that support growth. Find out how to attract and retain awesome people and develop an environment that motivates and empowers people to achieve extraordinary results. Explore the responsibilities of the leader and the expectations others have of the role that the leader of an entrepreneurial company will play.

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**By Katherine Catlin Bibliography**

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### Editorial Review

From the Inside Flap

"One of the most practical guides to the nuts and bolts of building an organization that I have ever read."  
—Patrick Lencioni, Author of *The Five Temptations of a CEO* An awesome organization is what every business aspires to be: profitable, growth-oriented—the kind of company where the most talented people want to work. But how do you build an awesome organization? This book provides the answers. Drawing on the resources of the Kauffman Center for Entrepreneurial Leadership and more than 500 successful entrepreneurs, authors Katherine Catlin and Jana Matthews explain how to assess the overall health of your company with an overview quiz. Then, they detail the six components you need to develop in order to create an awesome organization—and show you, step-by-step, how to implement them in your company. You'll find out how to:

- Develop an innovative culture for growth—an empowering, motivating environment that attracts awesome people
- Hire and retain awesome people whose know-how, skills, insight, imagination, and ideas give your company a competitive edge
- Create your plan for growth—a written, yet flexible, blueprint that defines requirements for growth and innovation
- Prime your top team for growth by making sure they all share the company vision and understand their leadership roles
- Establish your infrastructure for growth with the right organizational structure and three key sets of processes
- Become the awesome leader of growth by communicating a sense of purpose and aligning people with the mission, vision, and values

Complete with detailed SCANS (quizzes) to help you benchmark your company's performance and real-life stories of what successful CEOs did to build their companies, as well as action plans and lists of "Red Flags" and "Vital Signs," *Building the Awesome Organization* is your indispensable road map for entrepreneurial growth. [www.hungryminds.com](http://www.hungryminds.com)

From the Back Cover

Acclaim for *Building the Awesome Organization* "A quick, concise entrepreneurial guide that yields real-world solutions for both start-ups and established businesses." —Bob Nelson, Ph.D., Author of *1001 Ways to Reward Employees* "Finally—a book that provides practical, actionable advice to entrepreneurs and CEOs on how to develop an organization to support growth. This book is a 'must read' for anyone trying to accelerate the growth of a company." —Pat Cloherty, President, The U.S. Russia Investment Fund and former President and General Partner of Patricof & Co. Ventures, Inc. (now Apax Partners) "Building the Awesome Organization provides leaders and entrepreneurs with valuable tools for navigating the storms of growth." —Gary Hoover, Founder, Hoover's Inc., Author of *Hoover's Vision: Original Thinking for Business Success* "I read a lot of business articles and books looking for a few good nuggets I can use to build and improve our company. When I finished reading this book I got more than a few nuggets. I got an entire gold mine." —Jack Stack, CEO, SRC Holdings, Corp., Author of *A Stake in the Outcome* Launched in 1992 by Ewing Marion Kauffman to provide opportunity for other entrepreneurs, the Kauffman Center for Entrepreneurial Leadership is the largest organization focused solely on entrepreneurial success at all levels. Funded by the Ewing Marion Kauffman Foundation, a not-for-profit organization, the Center offers

educational programs, initiatives, and partnerships aimed at helping youth, college students, and adults who want to learn more about entrepreneurship and growing their companies. For information on other books in the series, including *Leading at the Speed of Growth*, visit [www.entreworld.org](http://www.entreworld.org)

#### About the Author

For the past 15 years, Katherine Catlin has helped CEOs and their executive teams manage the challenges of fast-paced growth. She is the founding partner of The Catlin Group, a consulting firm that works with entrepreneurial companies nationwide.

Jana Matthews is president and CEO of Boulder Quantum Ventures, a firm that helps CEOs and their top teams unlock their company's growth potential. Matthews was the architect of many high-growth programs at the Kauffman Center for Entrepreneurial Leadership.

The Kauffman Center for Entrepreneurial Leadership Launched in 1992 by Ewing Marion Kauffman to provide opportunity for other entrepreneurs, the Kauffman Center for Entrepreneurial Leadership is the largest organization focused solely on entrepreneurial success at all levels. Funded by the Ewing Marion Kauffman Foundation, a not-for-profit organization, the Center offers educational programs, initiatives, and partnerships aimed at helping youth, college students and adults who want to learn more about entrepreneurship and growing their companies.

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#### Alyson Hardy:

As people who live in the actual modest era should be upgrade about what going on or information even knowledge to make these individuals keep up with the era that is certainly always change and move forward. Some of you maybe may update themselves by reading through books. It is a good choice for you personally but the problems coming to you is you don't know what one you should start with. This *Building the Awesome Organization: Six Essential Components that Drive Entrepreneurial Growth* is our recommendation so you keep up with the world. Why, because this book serves what you want and need in this era.

#### Serafina Hayes:

The knowledge that you get from *Building the Awesome Organization: Six Essential Components that Drive Entrepreneurial Growth* is the more deep you searching the information that hide within the words the more you get interested in reading it. It doesn't mean that this book is hard to know but *Building the Awesome Organization: Six Essential Components that Drive Entrepreneurial Growth* giving you joy feeling of reading. The writer conveys their point in particular way that can be understood by means of anyone who read the item because the author of this guide is well-known enough. That book also makes your own personal vocabulary increase well. That makes it easy to understand then can go with you, both in printed or e-book style are available. We propose you for having that *Building the Awesome Organization: Six Essential Components that Drive Entrepreneurial Growth* instantly.

**Juli Gadberry:**

Spent a free the perfect time to be fun activity to accomplish! A lot of people spent their spare time with their family, or all their friends. Usually they carrying out activity like watching television, going to beach, or picnic inside park. They actually doing ditto every week. Do you feel it? Will you something different to fill your free time/ holiday? May be reading a book might be option to fill your cost-free time/ holiday. The first thing that you'll ask may be what kinds of publication that you should read. If you want to consider look for book, may be the guide untitled Building the Awesome Organization: Six Essential Components that Drive Entrepreneurial Growth can be good book to read. May be it may be best activity to you.

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