

## The Secrets of a Serial Entrepreneur (Secrets of a Serial Entrepreneur Series)



This package contains CEO and senior management training in designing, launching and optimizing almost any business. It is design to raise the level of play of any senior management team by providing the tools, strategies, language, knowledge and wisdom of an integrated system of business growth. This system was developed by Bob Norton, a CEO with 16 years experience who has grow two startups to over \$100 million in sales. It took two years of effort to develop and package this system. This program is highly recommended for technology or growth companies that want to grow more rapidly. It provides systems and models proven successful over decades of experience. Includes: 5 DVD in 4 packages on Vision development, market research, hiring and developing your management team and improving your competitive positioning and strategy. The Startup Manual and business design tools CD - 4 books in one binder to help lead you through business design, launch and growth phases with real-world, practical training. The Vision Development video - Roadmap to a Corporate Vision - The 11 Elements of a Successful Vision from The CEO & Entrepreneur Boot Camp This system can cut years off your learning curve as a CEO or senior executive. It provides systems and models for each area of the business that can accelerate your companys learning, reduce risk and increase revenue growth. Many of these were invented by necessity when the author grew one business fro \$0 to \$156 million revenue run rate in 14 months! All come from decades of experience and wisdom growing technology companies. This package will save you months, maybe even years, of time and likely hundreds of thousands of dollars in mistakes that young businesses make every day. You will learn the secrets to shifting management gears as your company grows to avoid the success

traps and mistakes that lock most companies at a certain growth level.

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