

## FULFILLING THE POTENTIAL OF YOUR BUSINESS

*Creating business value is not easy. The facts are sobering: Out of 27.3m US enterprises, 26.7m are employing less than 20 people and only 5,000 to 10,000 US enterprises are selling out for \$10m or more each year. That's a 1 in 6,000 chance. Therefore, I ask you, are you sure you are increasing business value? Operational tips are needed more than ever. After nearly 100 blog posts of The Smith Report—and many requests for a compilation—I decided to bring these one-page business tutorials together in one place and in a sequence that makes sense.*

***You start with a great a story and build a business around it!***

*Fulfilling the Potential of Your Business offers you really practical advice on the key issues that generate business value, to help you transform your vision into a remarkable business. The book is divided into 9 parts to allow the reader to dive into the topics that most interests them: positioning your business, building world class sales processes, launching products, acquiring talent, building a metrics culture, reinventing your business model, raising capital, implementing compliance and controls to reduce risks, or buying another company.*

"This is one of those rare books CEOs will keep in the top right - hand drawer of their desk. Over time its worn edges and dog-eared cover will evidence its reliable straight shooting advice that kept its owner coming back for more elixir to the challenges of creating and monetizing value."

*Tom Deans Ph.D. - Award Winning Speaker and Author of the Best Selling Book Every Family's Business*



*Ian Smith has spent the last 25 years transforming businesses in the US and in Europe. His roles have included FD, COO, VC, leading M&A advisor, and over the last ten years, as a President and CEO of two award winning US software businesses. He has realized over \$400m of cash for shareholders during his career. As founder of The Portfolio Partnership, Ian and his team partner with entrepreneurs, working inside their businesses, to transform value. Ian's weekly blog The Smith Report and Twitter feeds are widely read by the business community. His idea of relaxing is to compete as a masters track athlete and he continues to be ranked in the top 15 in the world for his age at 400m and 800m. He lives on the north shore of Boston with his wife and daughters.*

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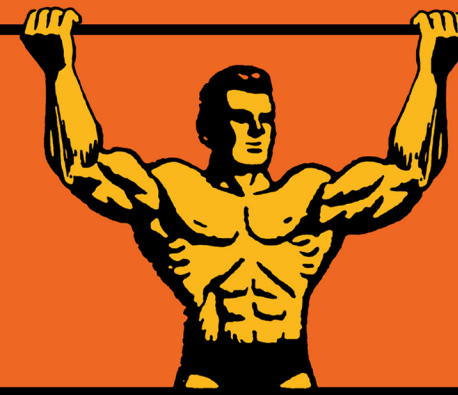
IAN SMITH

"Great advice in a great format: 60 stand-alone chapters, each compiling helpful wisdom from his and others' experience."

**DEREK SIVERS** *founder, CDBaby*

# FULFILLING THE POTENTIAL OF YOUR BUSINESS

**BIG COMPANY THINKING FOR  
THE MIGHTY SMALL BUSINESS**



# IAN SMITH

*CEO, The Portfolio Partnership*

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