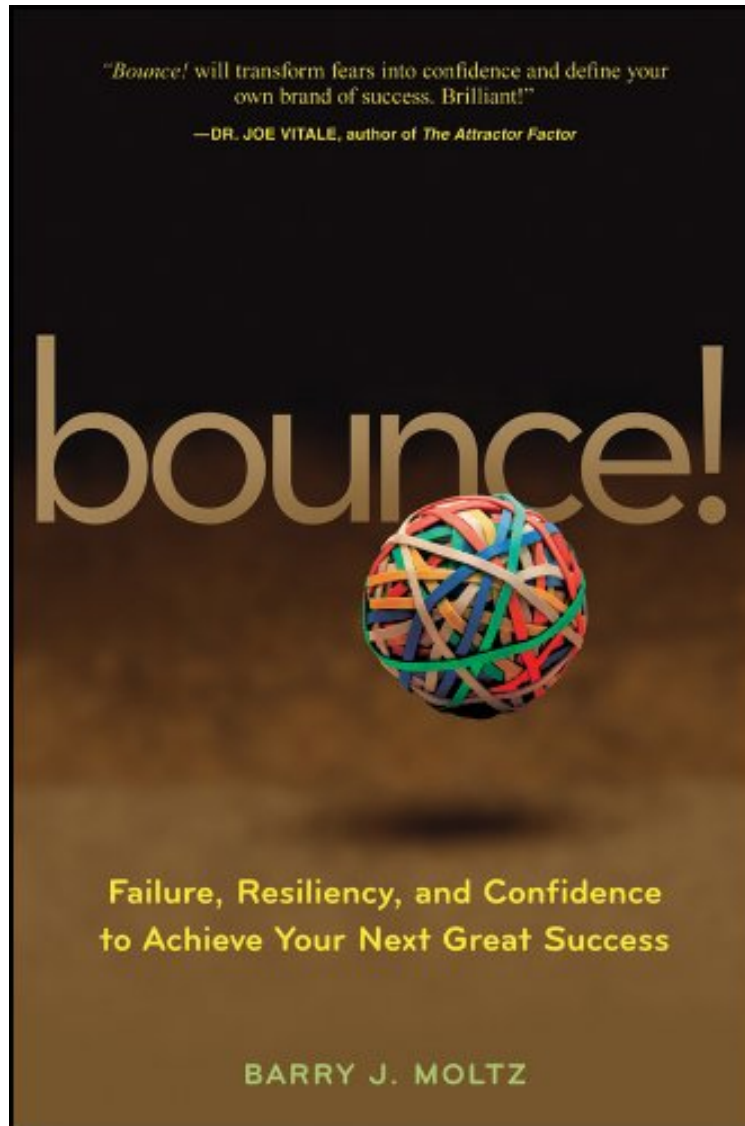


# Bounce!: Failure, Resiliency, and Confidence to Achieve Your Next Great Success

Barry J. Moltz

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**Barry J. Moltz : Bounce!: Failure, Resiliency, and Confidence to Achieve Your Next Great Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised Bounce!: Failure, Resiliency, and Confidence to Achieve Your Next Great Success:

0 of 0 people found the following review helpful. Starting a business? Read this book!By David B.This is a very good book for individuals thinking or planning to start their own business. The author does a good job of explaining that failure is a stepping stone in business experience. He also sprinkles the book with interesting stories of business

owners that struggled for success (sometimes failing several times before succeeding). For business owners, it presents information that we are not alone in our struggle to achieve success and how we are able to face failure and "bounce" back. I felt better about my company after reading this book. I think that most readers will also feel more positive about difficult challenges that are in the future. 0 of 0 people found the following review helpful. Not an easy book to understand what was the point. By Robert Kirk I'm struggling to find a lot positive about this book. The book seems to be more of a loosely documented conversation the author is having with himself. It would have been better if there were some business pearls of wisdom but I'm struggling to find value. In summary, spend your time and money on other books. 1 of 1 people found the following review helpful. A very good psychology book for entrepreneurs. By Servant of God This is a tailor made book for entrepreneurs. There are so many coverage on non personal aspects of failure including culture, cost of solvency, low correlation of outcomes of business startups from the same individual etc etc. Although I don't like his writing style and the eight bounces which he used to group his ideas, those teachings about fear and how to face it had compensated all its other shortcomings. Even if you are an entrepreneur and have read many books beforehand, you would still find it helpful. In short, recommended! p.s. Below please find some of my favorite passages for your reference. No one actually remembers our failures more than we do. But fighting with failure demons does give us an important skill that will ultimately boost our ability to bounce. Forget the outcomes. Forget about bouncing back to any particular place. Just bounce. pg38 Customers might say no, and the fear of rejection is too great for many of us. This is an extension of the fear that we may not live up to others' expectations. pg93 JD Wetherspoon's founder, Tim Martin, named these (640) pubs for one of his teacher in New Zealand who suggested that Tim would never amount to another. pg94 Even when a dancer is on one toe, she is moving. It's called the candy cane effect. Like a dancer, in business, you are never really in balance. pg94 Most things that we fear actually never happen. We spend more time being afraid of being afraid than actually experiencing true fear. pg96 Eliminating fear is unrealistic and unproductive.... Using our fears and teaching "butterflies in our stomach" to fly in formation will produce the best outcome.... for that set of circumstances at that point in time. pg97 Fear may paralyse us so we do not recognise the choices, but they are always there if we pause to look at the decision-making process. We always have the choice to keep going what we are doing or to stop and do something else.... Choice is an antidote to fear. It doesn't get rid of it, but it allows us to live with it. pg99 My attorney always told me when things were going badly for me, "Remember, the worst they can do is eat you, and that is illegal". pg100 "Osu," the Japanese term in Karate, means to strive with patience. pg209

Conventional business wisdom tells you that there's always something to learn from failure. Not true, says Barry Moltz. Sometimes, failure just stinks. *Bounce!* explains how success and failure are simply normal outcomes in the regular lifecycle of a business and that process over the long term matters far more than individual outcomes. This book shows you how to build a business that can "bounce" through these cycles for long-term success. If you run a business, better make it *Bounce!*

From the Inside Flap *Bounce!* is about developing confidence, but not just any sort of confidence. It's about developing the kind of true business confidence that prepares you for both failure and success. But this is not a book about coming back from failure. Comeback books have been written many times before. The comeback is romanticized in society and totally overrated. In *Bounce!*, you'll learn about accepting failure as a normal part of the process even when there isn't something to learn from it. Failure that offers no real learning value jolts the business belief system. In *Bounce!*, entrepreneur and business owner Barry Moltz explains that both success and failure are simply outcomes in the normal life cycle of business—a life cycle in which overall process matters far more than any single event or outcome. Great businesses are those that develop the resiliency to bounce through these cycles to succeed over the long term. Using a blend of personal experience and firsthand interviews with business leaders, Moltz shares the practical tools and techniques that every business needs to survive the cycle of ups and downs. In *Bounce!*, you'll learn the "building blocks" for true business confidence, including: Using humility to "right size" your ego Making fear fly in formation Using choices to embrace failure when it happens The art of more effective risk-taking How process trumps outcome Setting patient goals to establish your own scorecard Creating your own brand of success *Bounce!* lets you move forward from any event, situation, or outcome—good or bad—to the next place where a decision can be made based on the choices currently available to you. *Bounce!* allows us to be passionately excited and intensely enthusiastic about our business and our lives. From the Back Cover Praise for *Bounce!* "Bounce! will transform fears into confidence and define your own brand of success. Brilliant!" —DR. JOE VITALE, author of *The Attractor Factor* "Moltz shows us that when we recognize failure as simply part of any business experience and approach it with humility and endurance, we can all have the true confidence we need for future success." —MICKEY KONSON, Vice President, Small Business Solutions, Capital One "Bounce! is about how to build long-term business confidence through success and failure. Moltz captures the essence of resiliency by helping businesspeople learn from all of the business outcomes they experience over their career." —ALAN A. BROWN, Executive Vice President, Nuveen Investments "Thank you, Barry Moltz, for getting past the 'you can turn it around' cheerleading and the 'failure is your

teacher' balms that are supposed to somehow ease our pain when we hit bottom in spite of our best efforts. Thank you for taking a hard, honest, and often humorous look at failure for what it really is, and most of all for providing some real practical advice for getting through it." mdash;SCOTT ALLEN, About.com, A New York Times Company "Read this bookmdash;twice. Then give it away. Because you will forever know how to bounce with any challenge, crisis, or failure. In fact, this book really is about your next great success." mdash;MICHAEL PORT, author of Book Yourself Solid "Can you Bounce? This is the book about the inevitable failures we all will experience and how we can best survive them. Moltz offers no false hope . . . just real tools for developing the resilience needed for sustained success." mdash;STEVEN S. LITTLE, author of the bestseller The 7 Irrefutable Rules of Small Business Growth "Afraid of failure? Just Bounce!" mdash;DANIEL H. PINK, author of A Whole New MindAbout the AuthorBarry J. Moltz has founded and run busi-nesses with a great deal of success and failure for more than fifteen years. After successfully selling his last operating business, he founded an angel investor group and an angel fund, and is a former advisor to the Board of the Angel Capital Education Foundation. He has been elected to the Entrepreneurship Hall of Fame and is currently a business consultant and an internationally acclaimed speaker. He is also the author of You Need to Be a Little Crazy: The Truth About Starting and Growing Your Business, which is available in five languages. To contact Barry or for the free companion workbook to Bounce!, go to [www.barrymoltz.com](http://www.barrymoltz.com).