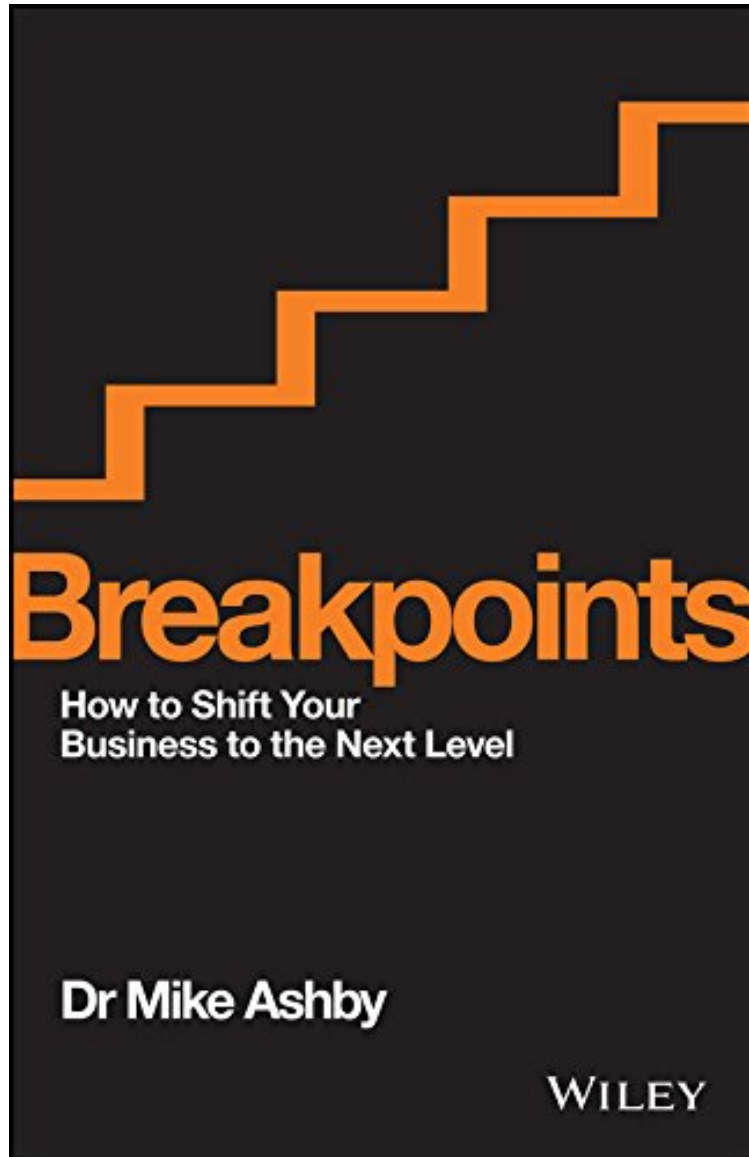


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## Breakpoints: How to Shift Your Business to the Next Level

*Mike Ashby*

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**Mike Ashby : Breakpoints: How to Shift Your Business to the Next Level** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Breakpoints: How to Shift Your Business to the Next Level:

0 of 0 people found the following review helpful. Easy read but doesn't say anything new By T.L. Walker While Breakpoints is a quick and easy read, it also doesn't really say anything that hasn't been said by many, many business growth books before it. I also didn't care for how sections were constantly broken up by "points" made in much larger text, especially as these points were mostly basic common sense. Far from catching my attention, they threw it off. I would also like to know a bit more about the author's business experience, because there are few details given/any

mention of it is very vague. I'm not saying that he doesn't have a good amount of experience, just that sometimes it's nice to know why one should listen to advice, and the vagueness didn't help very much in this case. 0 of 0 people found the following review helpful. Get reading so that you can make more money NOW By Sharon S. Walker GREAT book to get you energized again if you own your own business. This will get you motivated to want to carry your business to the next level. You will regain your passion and be reminded of why you did this in the first place. This book will take you out of the rut you may be in and if you aren't in a rut this will get you going into profitable growth. It identifies the 7 mistakes that owners make and the choices and behaviors that might be holding you back. Some of the chapter titles are: "Practical tools to improve your business" "Regain Sight of the Big Picture" "Find Clarity and Focus" "Reignite that Spark that Drives Business Success" 0 of 0 people found the following review helpful. Brilliant advice By customer This is a brilliant book for anyone wanting sound, practical methods to take their business to the next level. Mike offers pragmatic advice, delivered in an easy to read and oftentimes humorous style. Like the title, the book is broken down into achievable sections that cover not only business but personal growth. Mike mentors you all the way - his writing style is such that it feels as if he is in the room speaking directly to you. It's peppered with amusing anecdotes and analogies which makes it even more of a great read as there is no question that the advice given comes from a true business expert. I will certainly be implementing these strategies within my own business and I suggest that this is a must read for anyone wanting to achieve both business (and life) success and balance.

Find your drive and redefine your business priorities Breakpoints is the business owner's guide to regaining your passion and driving your business forward. If you're feeling stuck, stale or stalled, this book is your ticket out of the rut and into profitable growth. You'll learn the 7 Mistakes Business Owners Make, and identify the choices, behaviours and practices that are keeping your business in a holding pattern. Practical formulas, frameworks, strategies and tools get you started right away on refocusing and reprioritising, and taking back your life. Coverage includes both hard and soft topics that business owners frequently struggle to master, along with expert insight on execution and what lies beyond success. Written simply and directly, without jargon or acronyms, this no-nonsense guide is designed to be easy to read and easy to apply so you can get back to work quickly, inspired with a whole new outlook and equipped with practical tools to improve your business. Written in a style that is both conversational and entertaining, author Dr Mike Ashby offers numerous anecdotes and analogies drawn from working with hundreds of business owners. Owning a business can be exciting and terrifying at the same time. There's too much to do, and all accountability leads to you. If you've gotten hung up in the day-to-day running of your business, this book helps you regain sight of the big picture and get back on track to success. Learn what's holding you back from business success Adopt the tools and practices that end the stalemate and get things done Find clarity and focus, and reconnect with your business Leverage your strengths to achieve personal and business growth Business owners need to be well-versed in both strategy and execution. If you feel like you and your business have reached a plateau, Breakpoints will reignite the spark that drives business success.

From the Back Cover Your Business Won't Change Until You Do Has your business stalled, got stuck or gone stale? Do you want more life and more profit? This book shows you that the best way to grow your business and reach the next level of performance is to first grow yourself. Breakpoints shines a light on the common mistakes made by business owners and offers simple, practical and manageable solutions to break free of your constraints, and achieve a game-changing leap to the next level in your life and your business. Through his proven insights, Dr Mike Ashby will help you achieve best-ever results in all aspects of your business. Packed with proven ideas, real-life examples and easy-to-use tools, this no-nonsense guide will reveal how to: recapture your energy and drive remove the clutter and reclaim the time to grow your business energise your business by defining your vision and purpose build a loyal team that wants to work with you, not for you. With no jargon, only two acronyms and plenty of humour, Breakpoints will give you the courage to play a bigger game. About the Author DR MIKE ASHBY is the Founder and Director of The Breakthrough Company. He is a sought after business speaker, industry thought leader and adviser who has run development programs for business owners for over 10 years. His vast experience and his authentic voice make him one of Australasia's foremost authorities to business owners.