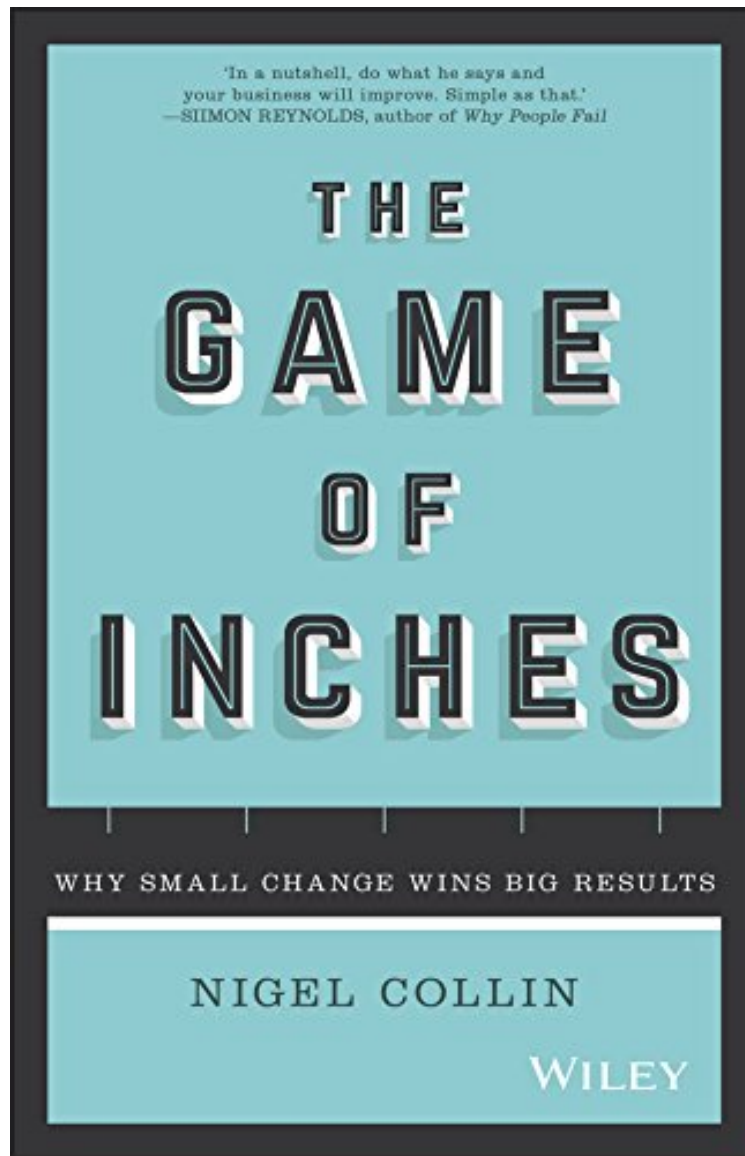


[Ebook pdf] The Game of Inches: Why Small Change Wins Big Results

## The Game of Inches: Why Small Change Wins Big Results

*Nigel Collin*

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**Nigel Collin : The Game of Inches: Why Small Change Wins Big Results** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Game of Inches: Why Small Change Wins Big Results:

No spin, no fuss, no gurus: get the real secret to business success Game of Inches dispels the myth that success must come from disruption, and provides an actionable blueprint for real-world business achievement. Entrepreneur Nigel Collin interviewed over 80 successful Australian entrepreneurs and leaders to learn the key factors that make a

successful business; in this book, he distils his findings into a simple process of four actions governed by three behaviours that will guide your path to the top. Examples and case studies eschew the limelight in favour of those on the front lines of business doing well, illustrating the revolutionary idea that you don't have to make headlines to be a success. By shifting your mindset from explosive, overnight success to a quieter, more consistent, more sustainable process, you gain the ability to reach the top and stay there. You'll discover that innovation is actually in reach, doesn't cost too much and is not really all that complex when approached from a growth-oriented mindset of making small changes consistently. You don't need to be Steve Jobs, and you don't need to create the next iPhone to be a success in business. What you do need to do is redirect your attention away from who you are and toward what you deliver. Learn what really drives sustainable success Discover innovation that's within reach right now Focus on what you do, not who you are Work toward a process of constant, consistent improvement Business success is not a one-off event or a single "eureka" moment. It's a continuous, step-by-step process of becoming better every day. Incremental change is the surest route to the top; though others may skip the climb in favour of a helicopter, those who earn the summit tend to stay longest. Game of Inches is your straightforward roadmap to no-nonsense, long-term business success.

From the Back Cover What if disrupting an industry doesn't have to happen with a big breakout idea but can unfold by making small, consistent changes? The Game of Inches offers a revolutionary and sustainable plan for business success and innovation, one improvement at a time. Entrepreneur Nigel Collin has tapped the wisdom and insight of more than 80 of Australia's most successful entrepreneurs and leaders to distill the surprising truth of what it really takes to build a prosperous business. Featuring candid and thought-provoking accounts, the book sets out an actionable blueprint for real growth in your business. Shift your mindset from explosive, overnight success to consistent, step-by-step progress. With The Game of Inches you can reach the top and stay there. About the Author NIGEL COLLIN is an entrepreneur, speaker, author, and ambassador for Start Up Australia. He built Absurd Entertainment, one of Australia's first and largest entertainment design companies, and is an alumni at the Disney Institute. He is the author of Herding Monkeys and Think Bits. Find out more at [www.nigelcollin.com.au](http://www.nigelcollin.com.au).