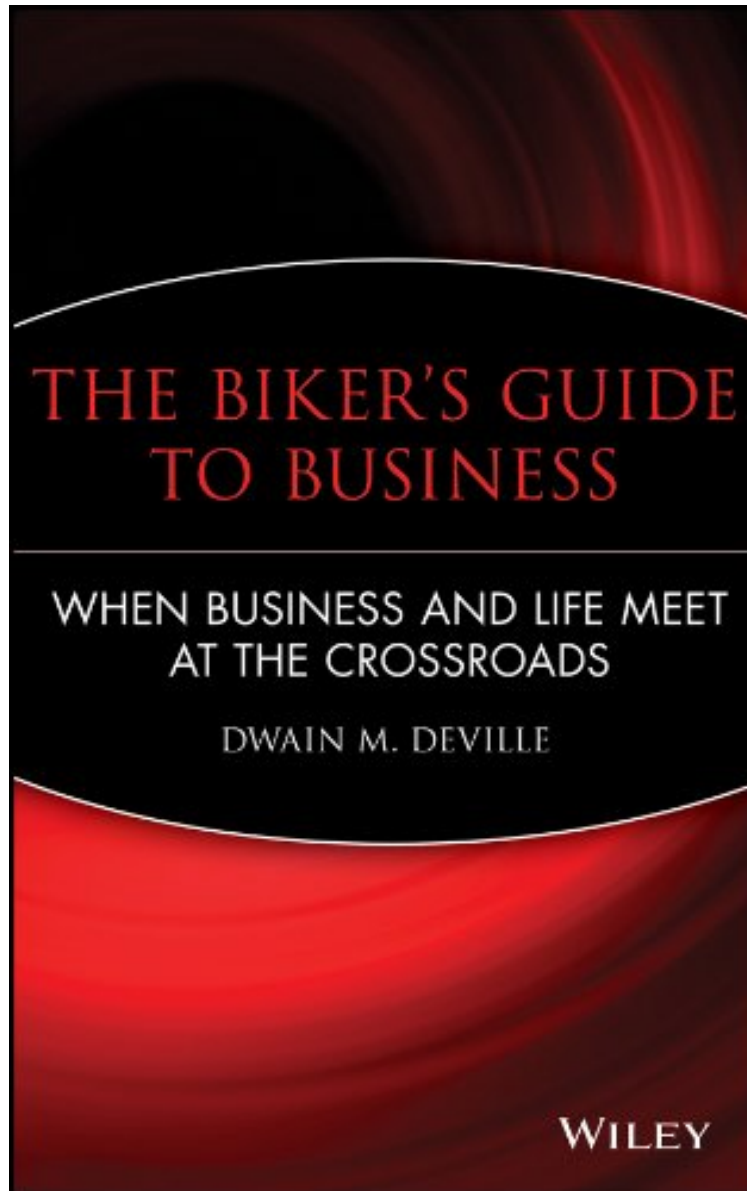


(Ebook pdf) The Biker's Guide to Business: When Business and Life Meet at the Crossroads

The Biker's Guide to Business: When Business and Life Meet at the Crossroads

Dwain M. DeVille

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Dwain M. DeVille : The Biker's Guide to Business: When Business and Life Meet at the Crossroads before purchasing it in order to gage whether or not it would be worth my time, and all praised The Biker's Guide to Business: When Business and Life Meet at the Crossroads:

0 of 0 people found the following review helpful. A brilliant book....should be a text book in any of the finest MBA

programs in our country. By Debi Johnson This brilliantly written book is like getting an MBA training on management and business in general. The authors insights fly off of the page and are easily applied by any serious business person that reads his guide. A great read in general. I'm not a biker, but began to wish that I was in order to attend one of his seminars. He does include we non riders in his book, however, and still it was hard to catch up to his theories that he has so successfully put into action for the fortunate clients that he has. I wanted to know how, exactly, to apply his successful principles to my personal life and wish that he would have covered that topic as well. It was implied in his book that he was interested in a balanced life for his business clients, but his emphasis is certainly centered on their successes in their business. I'm sure his clients benefit from his tunnel vision however. 0 of 0 people found the following review helpful. Get on your ties and ride! By Joe Trey / Adventure Hermit Well you can skip the ties. Dwain's book is a no nonsense approach to business. Would I have read it if it didn't have the word "Biker" in it. Probably not, because I honestly would not have found it - since I was searching on motorcycle related topics not business topics. To miss it would have been a monumental missed opportunity! Don't let the title fool you! If you have never ridden a motorcycle or have never even considered it that is no reason to avoid this book. In fact, perhaps by the end you will be inspired to not only lead your organization, but you may want to learn to ride as well! Business books are often framed in hindsight; effective only if you can apply their teachings via a time machine. I have all but given up on them. So yes, Dwain's addition of "biker" got my attention. What differentiates Dwain's book from many other business books? He is still living it. This is not a memoir to the good ole days. This is day to day real life stuff. He acknowledges many great business leaders, but is aware enough to acknowledge the limitations of this approach. I found myself applying Dwain's suggestions and changing my own consulting approaches immediately. I was unable to unlock and apply ideas I had "felt" but was hesitant to bring up to clients. Like Shannon's review - I love the quote "business is easy until you add the people." People are messy and not as easy to "fix" as technology and process. However, if you don't, you are ultimately wasting your time. Being in Technology/Operations I have used this quote many times. However, after reading Dwain's book I see that it is no longer impossible and not something managers and business owners should run from. To do so would mean to continue to create program after program with ineffective results. Embrace these people, take the time they need to be the people you need them to be. But be wise. Only if they are capable. If not, you need to know when to move them on. Only then will technology and process be able to flourish. So back to the "bikers" part. Unbeknownst to me Dwain was inspired to write this book in my backyard, Colorado. I love riding these mountains and often do my best thinking INSIDE THE HELMET. I was not surprised that Dwain was able to marry his love of riding to his common sense and insightful approach to entrepreneurship while taking in the majestic views that Colorado has to offer. After years of applying and thinking about how riding mirrored business I was both inspired and envious of how easily Dwain combined the two. I guess now I have to pick up the Audio version of the book, because reading and riding is simply too difficult! 0 of 0 people found the following review helpful. Biker's Guide to Business - Powerful Insights from the Road of Business...and Life By Good Daughter Few business books will 'grab you by the handlebars' and speed you from one insight to another like "The Biker's Guide to Business." You don't have to be a biker, if you are a business owner or business leader, you'll profit from the ideas in this book - and enjoy yourself along the way. I've known Dwain DeVille for more than a few years, and it's true, I am biased. I am biased because I know the incredible insights Dwain brings to his clients and to his friends. Dwain is the kind of person who makes you sit up and take notice - of yourself, your business, and the opportunities around you. He asks the hard questions and sees opportunities others miss. And unlike stereotypical consultants, when Dwain navigates your business, he knows when to push the speed and when to let you cruise at your own pace. His agenda is totally focused on your success and the ideas that are uniquely right for you and your organization, instead of looking for strategies and "big ideas" that merely serve to make him look good while building gunk in your business engine. So when Dwain started talking about writing this book, I was his biggest cheerleader. As a coach myself, I know how much stuff is out there masquerading as good business advice. You won't get that in The Biker's Guide to Business. What you will get are road-tested tools that you can actually implement and profit from. From a true small business specialist, the book includes these chapters: Chapter 1 Who Am I? Chapter 2 Why Am I Writing This Book? Chapter 3 Roadside Distractions. Chapter 4 The In-Between. Chapter 5 The Tragedy of Strategy. Chapter 6 What is Navigation? Chapter 7 Finding My Ultimate Destination. Chapter 8 It's My Ride. Chapter 9 Meeting Life at the Crossroads. Chapter 10 Figuring It Out. Chapter 11 Your Economic Engine. Chapter 12 Planning Your Ride. Chapter 13 The Work to Be Done. Chapter 14 Communication: The Fuel of High Performance. Chapter 15 Harnessing the Power of the Pack. Chapter 16 Sharpening Your Skills. Chapter 17 Your Role as Road Captain Against the conventional wisdom? Yes. Pragmatic and impactful? Yes. Boring? No way. One of my all-time favorite quotes: "Business is easy until you add the people."

The path to business success is an open road and you'd better be ready for anything! What do businesspeople and entrepreneurs have in common with bikers? More than you'd suspect. The freedom of hitting the open road is a concrete extension of the need for freedom that encourages entrepreneurs to start businesses. The desire to succeed in business by doing it your own way is no different than the desire to hit the road and plot your own course on two

wheels. The Biker's Guide to Business explores these parallels and offers hard-won business wisdom specially suited for Business Bikers who do it their way--whether out on the highways or in the corporate boardroom. Introduces DeVille's Navigation Process that helps you develop your own action plan for achieving your own unique vision of success Shows you how to tailor a road map to guide your personal journey from where you are now to where you want to be tomorrow Uses biker terminology, analogies, and parallels to communicate real business wisdom Though written to appeal to bikers, the book is a handy business guide for anyone willing to take the ride Whether or not you're a biker, the passion to ride is the same passion that pushes people to succeed professionally by taking their own path. Hop on, rev up, and succeed.

From the Inside Flap What do businesspeople and entrepreneurs have in common with bikers? More than you might think. The freedom of the open road is a concrete extension of the entrepreneurial spirit--the spirit to set your own course and to succeed in your own way on your own terms. The Biker's Guide to Business offers hard-won business wisdom specially suited for businesspeople who like to go their own way--whether out on the highways or in the corporate boardroom. Executives and white-collar professionals are the fastest growing segment of the biker population. If you're one of them, this is the business book you've been waiting for. Riding is a great way for a busy, stressed-out executive to relax and have fun. But riding isn't just good for blowing off steam. It can also teach you a lot about success--in business and in life. Based on his own experience on the road and in business, Dwain DeVille presents powerful business lessons that lead to long-term success. He shows you how to apply your passion for riding to your work life; withstand the perils of business's open road; plan your business ride; harness the power of the pack; and find the right balance between work and fun for continued success in business. Finally--and with equal passion for business and riding--this uncommon business book uses DeVille's proven Navigation Process to help you and your team members develop, hone, and apply the skills necessary to achieve and maintain individual and organizational excellence. If you love the thrill of riding as much as you love the rush of running a business, The Biker's Guide to Business will help you combine your passions to become the ultimate high-performance business machine.

From the Back Cover What the Biker's Clients Say... "The insight and guidance I've received from Dwain is invaluable. Within a year of Dwain offering me and my business his navigation skills, my revenue doubled. I would venture to say that my relationship with Dwain is the most significant strategic business relationship I have." mdash;Gail Mears, Director, Club Z! In-Home Tutoring Services "Dwain's distilled guidance and methodologies provide artful navigation while teaching how to fish. He simply knows when to shake it up, shut it down, and challenge all levels of thinking, which ignites and inspires...we're a new organization because of it." mdash;Phil Medina, CEO, KeyCom "Dwain brings out the best in you and creates an environment that develops forward-thinking tactical plans unique to your industry." mdash;Brett Fadeley, CEO, eSchool Solutions "Dwain was able to successfully transition our management structure and helped to shift culture into a more productive, stable, and happy environment?? and our revenues have risen, which has proven invaluable." mdash;Jim Cross, Managing Partner, Cross, Fernandez Riley, LLP "Dwain's presentation was dead-on in terms of illustrating to my students that entrepreneurship is a mind-setmdash;a way of thinking. This is what I had been attempting to teach these students, but it is so much more powerful if they see it and get it themselves. They did see it through Dwain, in his presentation, his demeanor, and the illustrations he used to solidify the points he made in his lecture. I couldn't have asked for more in terms of creating value for my students." mdash;William Rossi, Clinical Professor of Entrepreneurship, Associate Director, Center for Entrepreneurship and Innovation, University of Florida "Dwain has been a fantastic business coach! When we started working together over two years ago, he made me set an aggressive five-year revenue goal. Two and a half years later, I beat it!" mdash;Julie Swatek, CEO, ScrapYourTrip.com

About the Author No Bio No Bio