

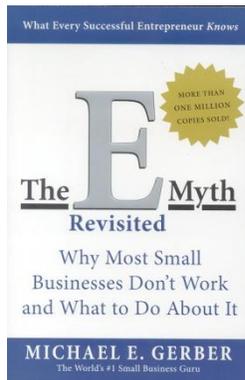


Topics: Management, Business Strategy

Our Rating: 3/5 

## The E – Myth Revisited

Why most small businesses don't work and what to do about it – Michael E Gerber



### Accretive Overview

Michael Gerber is considered the godfather of preparing your business for franchising. He suggests by putting systems into place you make your business infinitely repeatable therefore able to be grown and franchised

The conversational style has lots of real life examples that allow the reader to see in their own situations a lot of what is being said. The book guides the reader to see how the principals discussed can be used in their own businesses.

### Accretive's Key Takeout's:

Whilst the book considers the life cycle of a business, from

birth through adolescence to adulthood. Many of the key take outs are in the latter stages of the book where Gerber discusses building a small business that works.

*From entrepreneurial infancy, through adolescent growing pains to the mature entrepreneurial perspective...*

Gerber suggests that to build a working business you need to:

**Know your primary aim** – why are you in business, what does your business say about your life story?

**What are your strategic objectives** – “your strategic objective is a clear statement of what your business has to ultimately do for you to achieve your primary aim.”

**Organisational Strategy** – the value in taking time to look at what you structure is going to

look like in the future so that you can start putting it together now.

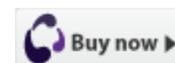
**Management Strategy** – The system is the solutions, meaning that making management a system you commence being able to make things repeatable, track-able and repairable.

**People Strategy** – creating a place where people have boundaries that both allow growth of individuals while allowing repeatable operations.

**Marketing strategy** – your marketing strategy starts, ends, lives and dies with your customer.

**System Strategy** – everything is a system, structure your systems so your business allows you to repeat that system in different locations using different people.

Want to read it all? Click to purchase the book with free worldwide delivery.



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