

LEAD WELL

BOOK REVIEW

Right Away All At Once

Greg Brenneman

KEY PRINCIPLE

True business success and personal fulfillment are two sides of same coin.

HIGHLIGHTS

In Right Away and All At Once, Brenneman takes what he's learned from turning around or tuning up many businesses (including Continental Airlines and Burger King) and distills it into a simple, clear, 5-step roadmap that anyone can follow. His 5-steps teach you how to prepare a succinct 'Go Forward' plan, build a fortress balance sheet, grow your sales and profits, choose all-star servant leaders, and empower your team.

For more than thirty years, Brenneman has seen these steps foster dramatic results in a variety of business environments. Then ten years ago he realized that he could apply these same business principles to improve his life and build a lasting moral legacy. He found he could make better decisions by carefully taking the most important facets of his life, faith, family, friendship, fitness, and finance into consideration.

Brenneman's inspiring examples, from both his business and life, demonstrate the astounding effects these 5 steps can have when you apply them right away and all at once.

Kathy Crockett

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