



Sustainable Edge

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The Sustainable Edge: Fifteen Minutes a Week to a Richer Entrepreneurial Life was written for business owners who are seeking a fuller, more rewarding work-life balance. In this easy-to-reference, practical guide authors and entrepreneurs Ron Carson and Scott Ford share personal anecdotes to their own career successes. Each chapter is designed to inspire entrepreneurs to define and sustain a competitive edge in the complex, fast-changing world of business. Relying on insights and proprietary tools based on decades of experience, the authors teach you how to achieve your goals across four key areas: your business, your teams, your clients, and your personal lives. In this book you will learn the authors' trademarked Business Implementation Quotient (IQ) Grower process that appears in the form of end-of-chapter exercises. These easy-to-perform exercises can be completed in as little as 15 minutes per week to help your company boost its own Business IQ. This work is an important read for entrepreneurs in search of achieving the sustainable edge in their careers and their lives.

Sustainable Edge Details

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From Reader Review Sustainable Edge for online ebook

Fred says

I liked this book overall and had some great content! a few places it got a little confusing. I'm going to put a few items in practice.

Jane Hankins says

Meh. As a template for goal-setting, prioritizing, leading it's ok. Nothing groundbreaking, but ok synthesis of ideas into actionable steps. I barely tolerated the 3rd person voice used frequently in the book.

Laura Reading says

Much of this book is written from the perspective of a financial wealth business. Don't let them stop you from seeing the lessons here for yourself regardless of who you are and what you do or desire to do.

This is a book about being your best and finding balance to enjoy your life and grow your income while not sacrificing everything else. You do have to narrow your focus and prioritize your top interests, use your best talents, pay attention DO THE WORK but the results will be that you can then pursue other interests and spend time with the people who matter to you.

This book is about mindset and goals and figuring out what is best for you.

It is filled with valuable information and insight and step by step actions and thoughts to assist you on your way. Some may sound repetitious but there is a reason for it. The ideas are presented in various ways so more readers will understand them.

I did receive a copy via Netgalley for review.

Brandon Allen says

The context for my review lies in what stage of business you are currently in. If you are a new or even a struggling business owner, I believe you would get tremendous value from the content. These guys are successful at what they do and I believe their approach works.

If you have been in business a while or are already successful, you may find this book a little bit basic.

One quote that stuck out to me was, "if something happened to you, would your firm be the one you would feel good with taking care of your family." That's a great question and got me thinking about my own company as I pondered it.

Davis says

Middle of the road

This book has an excellent message but it's not a new message. I found nothing innovative here. That said, this is a quick, painless read that does have sufficient meat to make it worthwhile. Worth the 99¢ price tag.
