

# HOOVER'S VISION

## Original Thinking For Business Success

GARY HOOVER

**GARY HOOVER** (a graduate of the University of Chicago) has worked as a retail securities analyst for Citibank, a buyer for Federated Department Stores and as manager of strategic planning for May Department Stores. In 1982, he founded BOOKSTOP, an early book superstore which was acquired by Barnes & Noble. In 1990, Gary Hoover founded The Reference Press, a business information publisher, which has evolved into Hoovers, Inc., an information provider specializing in information about businesses, industries and the people who lead them. Today, Gary Hoover is a business advisor and popular public speaker.

The Web site for this book is located at [www.hooversvision.com](http://www.hooversvision.com).

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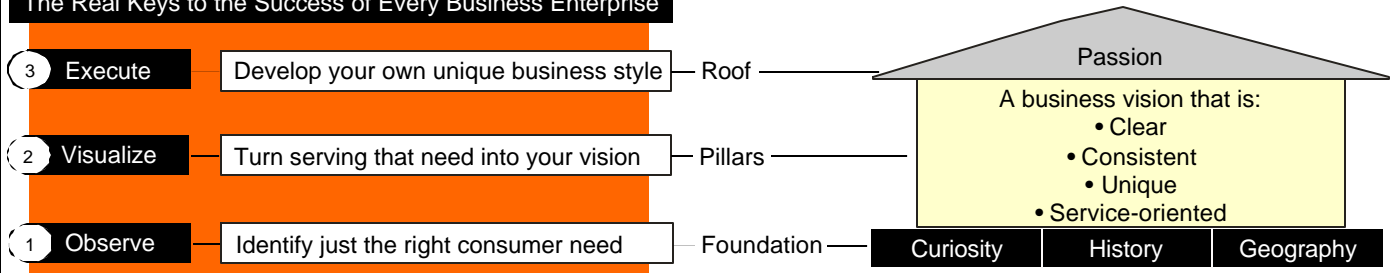
**MAIN IDEA**

Success doesn't come by trying to imitate the business models of today's leading corporations. Instead, you need to develop the business models that will underpin the success stories of the future. That requires three distinct stages:

1. Observe – Identify a customer need that nobody else is adequately serving yet.
2. Visualize – Articulate a business vision on how best you and your company can serve those needs.
3. Execute – Combine your insights and business vision into a plan that can be acted upon with passion.

Building a successful enterprise is much like building a house – it requires a good foundation, strong pillars and a good roof:

**The Real Keys to the Success of Every Business Enterprise**



In effect, building a great business enterprise is not simply a sequence of logical steps but the combination of three different mind-sets at work, overlapping, interplaying and intersecting each other.

**1 Observe** ..... Pages 2 - 4

Successful business builders are intensely curious about how the world works. They try and see the big picture and develop new and original perspectives by:

- Looking at everyday things from a fresh perspective.
- Understanding and applying the lessons available from the past.
- Analyzing the impact of geography on consumer tastes and preferences.

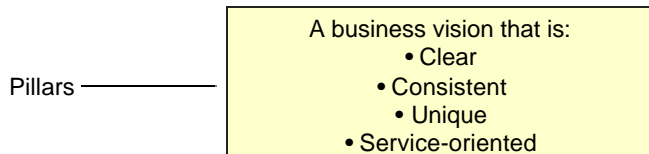


By observing well, business builders position themselves to identify an important customer need which is currently not being adequately served by the companies already in business.

**2 Visualize** ..... Pages 5 - 6

Once a business builder identifies the right need, an articulate and well-defined vision of how to meet that need can be developed. This vision will have four parts:

- It will have clarity and conciseness.
- The vision will be consistent and enduring, not temporary.
- An enterprise formed to serve that need will be unique and differentiated.
- There will be a genuine desire to serve – to make the world a better place.



This vision will then become the essence or soul of the new business model.

**3 Execute** ..... Pages 7 - 8

In the absence of passion, even the best business model will just remain a nice idea. A business leader with genuine passion will take the business vision and make it work in the real world.



The best businesses excel because they have leaders who think and act like entrepreneurs rather than professional managers.

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