THE E-MYTH ENTERPRISE

How to Turn a Great Idea into a Thriving Business

MICHAEL GERBER

MICHAEL GERBER is the founder of the business consulting company E-Myth Worldwide which now operates in 145 countries. Since publishing his first book *The E-Myth Revisited: Why Most Small Businesses Don't Work and What To Do About It* in 1981, Mr. Gerber has also written *E-Myth Mastery, Awakening the Entrepreneur Within, The E-Myth Contractor, The E-Myth Manager* and *The E-Myth Physician*. Mr. Gerber describes himself as an entrepreneur, public speaker and consultant. He is also the founder of the Dreaming Room LLC, Certified Capital Advisors, the Entrepreneur Capital Cooperation and the Michael E. Gerber Club.

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MAIN IDEA

To turn a great idea into a thriving and enduring business, there are two absolute requirements which always must be met:

A great idea

Requirement #1
You have to satisfy your four primary influencers

Employees 1	2 Customers
Investors 4	3 Suppliers

Requirement #2
You have to meet the preferences of your influencers in four dimensions

Visual 1	2 Emotional
Financial 4	3 Functional

A thriving business
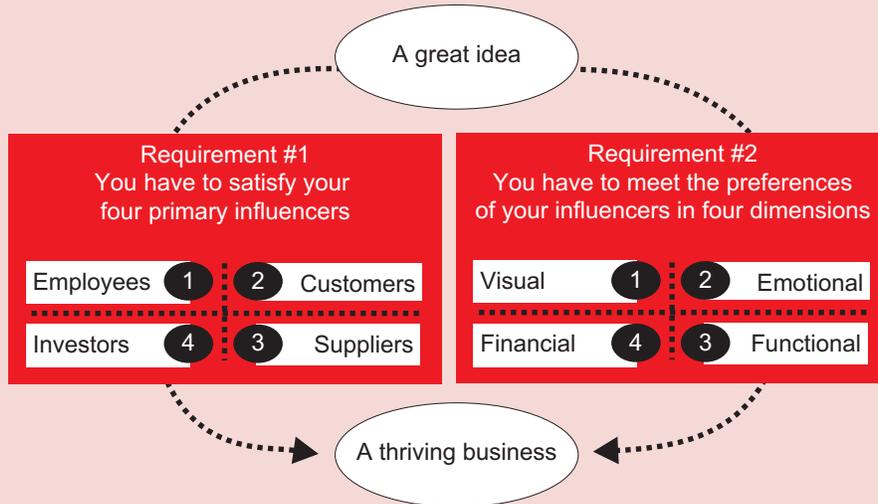
Design a way to meet both sets of requirements and you'll end up inventing a stunningly original enterprise which can be termed "an E-Myth Enterprise" which will endure and prosper.

"I have a commitment to create a new master's degree, one that would leave an MBA and all those who would pursue it smothered in the dust. I called that new degree an MBD, or master's of business design. It would be the only business program an entrepreneur or an entrepreneurial manager would ever need. It would teach the essential skills needed to invent a stunningly original company, what I call an E-Myth Enterprise. I will discuss the beginnings of that MBD, at least to the point where you clearly understand the logic underlying it and why it is so critical for you should you aspire to become such an inventor, such an E-Myth Entrepreneur."
– Michael Gerber

A successful business will always learn how to satisfy, better than its competitors, the needs, expectations and preferences of the four most important groups of people which exist in its universe:
1. The people who work for it – employees.
2. The people who buy from it – customers.
3. The people who sell to it – suppliers.
4. The people who lend to it – investors.

In the final analysis, it is the combined judgements of these four constituent groups which will determine whether any enterprises prospers or dies. Ignore any of these groups at your peril.

When you design a company, you have to design it visually, emotionally, functionally and financially. All four of these dimensions are important. Systems thinkers bring these four essential components together in a synergistic way which surprises and delights customers. Enduring businesses keep on finding new and different ways to surprise the right people again and again.

Ideas

The E-Myth perspective is service, excellence and caring are not something you can do anything about. Great companies, E-Myth Enterprises, are headed by people who are driven by the idea they can create something perfect in the world which they cannot find in themselves. Ideas reside at the heart of every E-Myth Enterprise – businesses with conscience which take personal responsibility for the welfare of all their customers, suppliers, investors and employees.

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