

THE IRRESISTIBLE GROWTH ENTERPRISE

Breakthrough Gains From
Unstoppable Change

DONALD MITCHELL and CAROL COLES

DONALD MITCHELL is chairman and CEO of Mitchell and Company, a consultant firm specializing in corporate finance and operational strategies to achieve rapid share price growth. In addition to writing more than 20 articles published in international and national business magazines, Mr. Mitchell is the co-author of *The 2,000 Percent Solution*. He is a graduate of Harvard College and Harvard Business School.

CAROL COLES is president and COO of Mitchell and Company. She has more than 18 years experience designing business management structures that support strategy and achieve higher market valuations. Ms. Coles is the co-author of *The 2,000 Percent Solution* and a graduate of Columbia University and New York University.

More information is available at <http://www.irresistibleforces.com>.

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at <http://www.summaries.com>.

MAIN IDEA

From time to time, irresistible forces arise which permanently alter the general business climate. The usual corporate reaction to the arrival of these forces is to put everything into an effort to fight them and preserve the status quo. In marked contrast, smart organizations change their business strategies to harness those external forces and generate quantum leaps in corporate performance – often in the magnitude of 20 times better results using the same or less resources.

Many times the main barrier to successfully exploiting external irresistible forces are fixed internal ideas about how the organization should respond to change. To overcome this barrier, a two stage process is required:

Stage 1 – Understand why organizations resist irresistible forces rather than embrace them.

These ingrained habits and patterns of thinking are “stalls” to productivity. Often, organizations aren’t even aware their existing patterns of thinking and behavior hinder their ability to perform better.

Stage 2 – Develop a new set of habits that continually realign the organization with irresistible forces to maximum advantage.

Realigning the organization to take advantage of irresistible forces is an ongoing process with eight steps. Effective organizations are go through these steps again and again to generate growth on a regular basis.

Irresistible growth enterprises are those organizations that continually realign their business models and strategies to take full advantage of any and all irresistible forces in the marketplace. They are the rapid growth companies who not only outperform their competitors but leapfrog them.

The future belongs to any organization which can become an irresistible growth enterprise because, no matter how the future unfolds, they will be positioned to excel.

Stage 1 – Understand why organizations resist irresistible forces rather than embrace them. Pages 2 - 4

All business organizations have ingrained habits and patterns of thinking which can hinder their ability to perform better when new irresistible forces arise. The most productive organizations are continually on guard to make certain those habits and patterns don’t impede their ability to work differently and creatively when new irresistible forces arise.

In particular, irresistible growth enterprises avoid the eight most common productivity stalls:

Common Stalls To Irresistible Forces	Stall #1	Lack of direction
	Stall #2	Wishful thinking
	Stall #3	Helplessness
	Stall #4	Defensiveness
	Stall #5	Independence
	Stall #6	Overoptimism
	Stall #7	Cover-up
	Stall #8	Underestimation

Stage 2 – Develop new habits that continually realign the organization with irresistible forces. Pages 5 - 8

To achieve impressive growth, it isn’t enough simply to avoid fighting an irresistible force. The business organization must realign itself continually with those forces, and replace older business habits with newer, more productive habits.

An eight step process for developing new business habits which are aligned with and take advantage of emerging irresistible forces is:

How To Harness Irresistible Forces	1	Find the right measurement metrics.
	2	Develop your own leading indicators.
	3	Anticipate future best practices.
	4	Be first to adopt those best practices.
	5	Identify what would be the ideal.
	6	Come as close as possible to that ideal.
	7	Build a great team.
	8	Never rest on your laurels.

Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

