

1. Record Nr.	UNINA9910149720803321
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Titolo	Me, inc : How to master the business of being you...a personalized program for exceptional living. / / Scott W Ventrella
Pubbl/distr/stampa	Rego Park, : Ascent Audio, 2011
ISBN	1-4690-5763-8
Edizione	[Unabridged.]
Descrizione fisica	1 online resource (4 audio files) : digital
Classificazione	BUS046000
Soggetti	Nonfiction Business
Lingua di pubblicazione	Inglese
Formato	Audiolibro
Livello bibliografico	Monografia
Note generali	Unabridged.
Sommario/riassunto	<p>This proactive, practical guide is unlike any self-help book you've ever listened to. It's not about simple motivation or inspiration; that stuff only matters if you have a plan. Me, Inc. is designed to help you develop that plan and then execute it to perfection. It's not a generic, one-size-fits-all program, but a personalized system for improving your life and filling it with purpose, meaning, and contentment. Business consultant and executive coach Scott Ventrella shows you how to achieve unlimited success by incorporating the basic principles of good business into everyday living. Sharing the ten time-tested principles that guide most successful and enduring companies, he shows you how to apply them to your life and design your own custom "exceptional living plan"-much like a business plan-that will guide you on the road to an exceptional life. What if you were the CEO of a mediocre company? Would you just sit back and let the business plod along on a road to nowhere? Of course not. Any competent CEO would get proactive and start developing and implementing a plan for success. Now think about your life. Isn't it just as important as any business? Over the course of twelve "milestones" and accompanying exercises, you'll learn what you want and why, create your custom exceptional living plan based on your ultimate goals, use that plan as an everyday guide to living, and learn how to maintain your momentum</p>

and stay on track. You'll take stock of your most important "clients", gather feedback on your actions, set goals and priorities, and implement plans for change and constant improvement. Rather than float through life, you'll take control, be your own boss, and steer You, Inc. into the black. You only lead one life, so why lead an average one? Stop living by accident and start living on purpose. Embrace your role as CEO of your own life and live with enthusiasm, determination, purpose, and confidence. If you want to achieve your goals and dreams, now is the time to take charge and be the boss.
