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Nota di contenuto	<p>""Cover""; ""Title""; ""Copyright""; ""Contents""; ""Acknowledgments""; ""Introduction""; ""PART I: UNDERSTANDING WHAT YOU NEED TO KNOW BEFORE ADOPTING AN AGILE WORKSTYLE""; ""Chapter 1: Agility in Turbulent Times""; ""Nothing Stays the Same for Long""; ""Surprises and Complexity""; ""The More Things Change, the More Entrepreneurs Thrive""; ""Ignore the Past at Your Peril""; ""Putting Concepts into Action""; ""Chapter 2: Reaping the Benefits of Agility""; ""Pivoting to Make Effective and Efficient Decisions""; ""Cultivating a Flexible Mindset to Overcome Indecision""</p> <p>""Opening Up a Universe of Possibilities""""Rebounding from Mistakes and Failures""; ""Adapting to Changing Times""; ""Considering Diverse Approaches to Funding""; ""Increasing Speed of Action through Agility""; ""Putting Concepts into Action""; ""Chapter 3: Assessing Your Agility""; ""Unconscious Reliance on the Tried and True""; ""Assessing Your Fear of Failure""; ""Developing an Awareness of Rigid and Agile Tendencies""; ""Putting Concepts into Action""; ""PART II: INCREASING YOUR AGILITY EXPONENTIALLY""; ""Chapter 4: Planning for the Unexpected, Preparing for the Unpredictable""</p> <p>""Allowing for Flexibility and Vision in Your Business Plan""""How Good Outcomes Can Result When Plans Are Flexible""; ""Thinking Ahead with a Plan B . . . and C and D""; ""Preparing for the Unpredictable""; ""Putting</p>

Concepts into Action"; "Chapter 5: Exercising Funding and Financial Options"; "Becoming Aware of Funding Options"; "Fighting Financial Biases and Reassessing Prior Funding Methods"; "Managing the Dilution-Valuation Paradox"; "Stretching Your Cash Reserves"; "Planning an Exit Strategy"; "Putting Concepts into Action"
"Chapter 6: Working with Various Deadlines and Milestones"
Identifying Deadlines Entrepreneurs Face, and Determining Their Flexibility"; "Learning to Work with Various Deadline Mentalities"; "Avoiding Date Inflation"; "Negotiating Imposed Deadlines"; "Keeping Your Ego in Check"; "Putting Concepts into Action";
"Chapter 7: Repurposing Products, Services, and People"; "Introducing Three Categories of What May Be Repurposed, Plus One"; "Paying Attention to Unexpected Possibilities"; "Using Change as a Catalyst for Repurposing"
"The Three Rs of Repurposing: Repositioning, Redirecting, and Rejuvenating"
"Licensing Tactics"; "Putting Concepts into Action";
"Chapter 8: Overcoming Entrepreneurial Inflexibility"; "Conquering Factors That Can Lead to Inflexibility"; "Vanquishing a Disheartening Business Failure"; "Getting Beyond the "Foolproof Formula";
"Surmounting Complacency After Sustained Success"; "Surviving Personal Financial Problems"; "Shaking Competitive Lethargy"; "Defeating Crippling Indecisiveness"; "Refusing to Get Stuck in the Past"; "Putting Concepts into Action"
"PART III: MONITORING AND TROUBLESHOOTING"

Sommario/riassunto

Funding falls apart. A similar product is unveiled by a more established company. A key employee jumps ship to work for a competitor. These are the unexpected obstacles that derail even the most promising new ventures. Entrepreneurs determined to keep up with today's constantly changing business environment need to stay nimble enough to shift their strategies, products, and services on a dime. Yet many fail to master this essential new mindset: agility. Featuring real-life case studies and invaluable tools, Th
